

SKRIPSI

**ANALISIS PENGUKURAN KEPUASAAN PELANGGAN MELALUI
METODE IMPORTANCE PERFORMANCE ANALYSIS (IPA) DAN
CUSTOMER SATISFACTION INDEX (CSI)**

(Studi Kasus : Puskesmas Depok II Condong Catur Sleman, Yogyakarta)



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ABSTRAK

Kualitas pelayanan merupakan indikator kinerja bagi penyelenggara pelayanan kesehatan seperti puskesmas. Puskesmas akan dapat tetap bersaing apabila terus melakukan perbaikan kinerja. Jika kualitas pelayanan tersebut telah tercukupi dan berhasil diwujudkan, maka konsumen (pasien) diharapkan puas terhadap pelayanan yang diberikan puskesmas. Kepuasan konsumen merupakan suatu hal yang abstrak dan hasilnya pun bervariasi karena pada dasarnya sangat tergantung kepada masing-masing persepsi individu. Oleh karena itu, pelayanan puskesmas harus berubah mengarah pada kekuatan pasar yang tujuan utamanya adalah mempertahankan pasien. Salah satu cara untuk mempertahankan loyalitas konsumen, pihak puskesmas dituntut selalu menjaga kepercayaan konsumen (pasien) dengan memperhatikan secara cermat kebutuhan yang diperlukan sebagai upaya memenuhi keinginan dan harapan atas pelayanan yang diberikan. Aspek-aspek inilah yang nantinya akan digunakan sebagai bahan perencanaan strategi puskesmas. Penelitian ini berjudul “Analisi Pengukuran Kepuasan pelanggan Melalui Metode Importance Performance Analysis (IPA), dan Customer Satisfaction Index (CSI) (Studi Kasus pada Puskesmas Depok II Condong Catur Sleman, Yogyakarta)”.

Pengumpulan data penelitian dilakukan dengan cara memberikan kuesioner kepada responden penelitian yaitu Pasien Puskesmas Depok II Condong Catur Sleman, Yogyakarta. Dalam penelitian ini disebar 100 kuesioner pada 100 responden. Penelitian dilakukan di Puskesmas Depok II Condong Catur Sleman, Yogyakarta. Alat analisis yang digunakan adalah Importance and Performance Rating Analysis (IPA) dan Customer Satisfaction Index (CSI).

Hasil analisis menunjukkan bahwa responden sudah puas terhadap kualitas pelayanan Puskesmas Depok II Condong Catur Sleman, Yogyakarta ditinjau dari aspek tangible Puskesmas Depok II Condong Catur Sleman, Yogyakarta dimana nilai kinerja lebih besar dari nilai harapan Pasien Puskesmas Depok II Condong Catur Sleman, Yogyakarta. Responden sudah puas terhadap aspek reliability Puskesmas Depok II Condong Catur Sleman, Yogyakarta di mana nilai kinerja lebih besar dari nilai harapan Pasien Puskesmas Depok II Condong Catur Sleman, Yogyakarta. Responden sudah puas terhadap aspek responsive Puskesmas Depok II Condong Catur Sleman, Yogyakarta dimana nilai kinerja lebih kecil dari nilai harapan Pasien Puskesmas Depok II Condong Catur Sleman, Yogyakarta. Responden sudah puas terhadap aspek assurance Puskesmas Depok II Condong Catur Sleman, Yogyakarta dimana nilai kinerja lebih besar dari nilai harapan Pasien Puskesmas Depok II Condong Catur Sleman, Yogyakarta dan responden sudah puas terhadap aspek empathy Puskesmas Depok II Condong Catur Sleman, Yogyakarta dimana nilai kinerja lebih besar dari nilai harapan Pasien Puskesmas Depok II Condong Catur Sleman, Yogyakarta. Hasil Customer Satisfaction Index (CSI) diketahui kebanyakan responden (79,63%) puas terhadap Kinerja dan Harapan Pasien Puskesmas Depok II Condong Catur Sleman, Yogyakarta. Hal ini menunjukkan bahwa responden puas terhadap aitem tangibles, reliability, responsiveness, assurance, dan empathy.

Kata kunci: *Importance Performance Analysis, Customer Satisfaction Index.*

ABSTRACT

Quality of service is an indicator of performance for healthcare providers such as clinic. Clinic will be able to remain competitive in a constantly make improvements in performance. If the quality of service would be sure and successfully realized, then the consumer (the patient) are expected services provided satisfied against of clinic. Customer satisfaction is an abstract thing and the results vary because basically depends greatly upon the individual perception of each mesing. Therefore, the service should change puskesmas leads to market forces whose sole purpose is to maintain the patient. One way to retain the loyalty of the consumer, the parties always maintain the trust required puskesmas consumers (patients) and pay attention to the required needs carefully in an effort to meet the wishes and expectations of the services provided. Aspects this is what will be used as a planning strategy health center fully. Research is called analysis measurement trough customers by method Importance Performance Analysis (IPA), and Costumer Satisfaction Index (CSI) (case study on Clinic Depok II Condong Catur, Sleman, Yogyakarta)

Data collection research done by giving questionnaires to respondents research of Patients Clinic Depok II Condong Catur Sleman, Yogyakarta. In this study of 100 questionnaires distributed at 100 respondents. Research conducted at health centers in Depok II Condong Catur Sleman, Yogyakarta. Analysis used by method Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI).

Results of analysis showed that the respondents were satisfied with the quality of service of clinics Depok II Condong Catur Sleman Yogyakarta, tangible aspects of health centers in Depok II Condong Catur Sleman Yogyakarta, where the value is greater than the value of the performance expectations of the Patients of clinics Depok II Condong Catur Sleman, Yogyakarta. The respondent had satisfied the reliability aspect of clinics Depok II Condong Catur Sleman, Yogyakarta, where the value is greater than the value of the performance expectations of the Patients of clinics Depok II Condong Catur Sleman, Yogyakarta. The respondents are satisfied with respect to aspects of the responsive health centers in Depok II Condong Catur Sleman Yogyakarta, where the value is less than the value of the performance expectations of the Patients of clinics Depok II Condong Catur Sleman, Yogyakarta. The respondents are satisfied with respect to aspects of assurance Clinics Depok Sleman Condong Catur II, Yogyakarta where the value is greater than the value of the performance expectations of the Patients of clinics Depok II Condong Catur Sleman, Yogyakarta, and respondents were satisfied with respect to aspects of emphathy Clinics Depok II Condong Catur Sleman, Yogyakarta where the value is greater than the value of the performance expectations of the Patients of clinics Depok II Condong Catur Sleman, Yogyakarta. results of the Customer Satisfaction Index (CSI) is known to most respondents (79,63%) were satisfied with the performance and expectations of Patients of clinics Depok Sleman Condong Catur II, Yogyakarta. This indicates that respondents are satisfied against aitem tangibles, reliability, responsiveness, assurance and empathy.

Keywords : *Importance Performance Analysis, Costumer Satisfaction Index.*