

ABSTRACT

Cipayung Public Health Center in Depok City is one of 38 Public Health Centers from 12 Districts in Depok City. Customer satisfaction at the Cipayung Health Center in Depok City is said to be unsatisfactory because recently many complaints have been filed through online comments at the Cipayung Health Center regarding the service quality of the Cipayung Health Center. This indicates that there is customer dissatisfaction with the quality of service provided by the Cipayung Health Center in Depok City.

This study aims to determine the level of customer satisfaction at Cipayung Health Center Depok City and what attributes need to be maintained, improved and reduced in intensity to increase customer satisfaction at Cipayung Health Center Depok City.

Research Methods in this study using quantitative methods of data collection through a questionnaire using a Likert scale. The number of samples taken was 100 respondents who had used the services of the Cipayung Health Center in Depok City. This research uses the service quality dimension with the Customer Satisfaction Index (CSI) data analysis method and the Importance Performance Analysis (IPA) data.

To collect the data itself, the researcher used two methods, namely through the google form and the questionnaire sheet. In the first method, the researcher distributed the link form to the people living in Depok who had used the services of the Cipayung Health Center. The second method, the researcher uses a questionnaire sheet that is distributed to visitors to the Cipayung Health Center at the research location.

The results of the study show that the overall level of satisfaction of the Cipayung Health Center in Depok City based on the Customer Satisfaction Index (CSI) method is included in the "Satisfied" category. Through the Importance Performance Analysis (IPA) method, researchers can conclude that the service at the Cipayung Public Health Center is fairly good, starting from the appropriate operating hours, accurate doctor examinations, complete health center facilities and patients trusting the services provided by the Cipayung Health Center. However, some services also feel lacking, such as medical personnel who are still not reliable according to some patients and the appearance or tidiness of the medical personnel is still lacking according to the Cipayung Public Health Center patients and needs to be improved for future services by the management of the Cipayung Health Center in Depok City.

Keywords: Service Quality, Customer Satisfaction, Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA)