

ABSTRACT

PT Prodia Widyahusada Tbk. is a private company engaged in the field of clinical laboratory examination services that have had many branches spread in Indonesia. Based on preliminary data found the number of complaints increased compared to the previous year. In addition, management should be able to apply the quality of service that is evenly distributed across all branches in accordance with predetermined standards. This is because there are still branches that can not meet the standards of satisfaction.

This research will be conducted at Cideng Branch, Central Jakarta because based on preliminary data found this branch has not been able to reach the index of customer satisfaction, and decreased the number of customers compared with the previous year. This study aims to find out how the customer response to service quality, customer satisfaction level, and influence the quality of service to customer satisfaction. Quality of service is measured by 5 Dimensions with 20 statements surveyed into 2 that is expectation of service quality and service quality expectation.

Primary data in this study was obtained from the questionnaires distributed to 400 customers who had used the laboratory services of Prodia Branch Cideng Central Jakarta, with incidental sampling technique. The collected data is then analyzed using descriptive analysis and customer satisfaction index.

The results showed that the quality of Clinical Laboratories Prodia Branch Cideng Central Jakarta is very good perception, seen from the analysis of 5 dimensions of service quality by looking at the expectations and performance of the results of laboratory patient responses, customer satisfaction index shows on the results of the patients are very satisfied with clinical laboratory services Prodia Branch Cideng Central Jakarta.

This research recommends improvement of service quality through physical improvement of building and employee training in order to respond well patient. This research is not spared from the existing error is expected This research can refer to further research with indicators that can measure the specific quality of service and customer satisfaction.

Keywords: Quality service, Customer satisfaction, Customer satisfaction Index, Healthcare, Marketing Services.