ABSTRACT

Research about quality of health service by the analysis of Customer Window have done to obtain the data concerning of customer satisfaction, and will be analyzed and interpreted to be made as input for the decision making of management. The result of antecedent study about quality of health service in AHCC that 87, 5% responder said that the quality of service in AHCC is not good yet.

This research is descriptive observational research because it is evaluated from time of research and this research is cross sectional. The samples in this research are active student of Airlangga University from entire faculties. The way of taking samples are done by pursuant to proportion have a visit and not yet.

The result of research is analyzed by the dimension of quality and Customer Window and its result indicate that there are 10 variables of quality dimension which be at the column Bravo in Customer Window, that is tangibles of doctors and nurses, reliability doctors, nurses, and the time to open, assurance of doctors and nurses. empathy of doctors and nurses, and also responsibility doctors. Some variables at column Bravo represent the proper achievement of AHCC are defended in order to make-up of its health service quality. While 6 variables of quality dimension staying in column Attention, that is tangibles building, bathroom, waiting room, examination room, responsiveness nurses, and assurance of tarif. Column Attention indicates that the AHCC is not given the satisfaction yet to student patients.

The results of this research show that in reality there still some variables of quality dimension expected by responder but AHCC still can not fulfill it yet. Then, we suggested to AHCC to improve and repair the appearance of building physical, bathroom, waiting room, examination room and also recheck again the tariff for student patient.

Key words: Customer Windows, hopes, judgment, perception, Quality of Dimension of clinic

ABSTRAK

Penelitian mengenai mutu pelayanan kesehatan dengan analisis Jendela Pelanggan dilakukan untuk memperoleh data mengenai kepuasan pelanggan, yang kemudian dianalisis dan diinterpretasikan untuk dijadikan sebagai bahan masukan untuk pembuatan keputusan manajemen. Hasil studi pendahuluan mengenai mutu pelayanan kesehatan di AHCC menghasilkan bahwa 87,5% responden mengungkapkan mutu pelayanan di AHCC belum baik.

Penelitian ini termasuk penelitian deskriptif observasional dan jika ditinjau dari waktu pelaksanaan penelitian termasuk penelitian *cross sectional*. Sampel dalam penelitian ini adalah mahasiswa aktif Universitas Airlangga dari seluruh fakultas. Cara pengambilan sampel dilakukan berdasarkan proporsi yang sudah pernah berkunjung dan belum berkunjung ke AHCC.

Hasil penelitian dianalisis dengan metode Jendela Pelanggan berdasarkan dimensi mutu. Hasilnya menunjukkan bahwa terdapat 10 variabel dimensi mutu yang berada pada kolom *Bravo* dalam Jendela Pelanggan, yaitu *tangibles* dokter dan perawat, *reliability* dokter dan perawat, *reliability* jam buka, *assurance* dokter dan perawat, *emphaty* dokter dan perawat, serta *responsibility* dokter. Beberapa variabel pada kolom *Bravo* merupakan prestasi AHCC yang patut dipertahankan dalam rangka peningkatan mutu pelayanan kesehatannya. Terdapat 6 variabel dimensi mutu yang berada dalam kolom *Attention*, yaitu *tangibles* gedung, kamar mandi, ruang tunggu, ruang periksa, *responsiveness* perawat, dan *asssurance* tarif. Kolom *Attention* menunjukkan bahwa AHCC belum memberikan kepuasan yang cukup kepada pasien mahasiswa.

Berdasarkan hasil penelitian dapat disimpulkan bahwa ternyata masih terdapat beberapa variabel dimensi mutu yang diharapkan oleh responden namun masih belum dapat dipenuhi oleh AHCC. Maka dari itu, disarankan kepada AHCC agar memperbaiki penampilan fisik gedung, kamar mandi, ruang tunggu, ruang periksa, pengaturan antrian serta pengkajian ulang tarif yang diberlakukan kepada pasien mahasiswa.

Kata kunci: dimensi mutu klinik, harapan, Jendela Pelanggan, persepsi, penilaian.