

ABSTRACT**ANALYSIS THE CUSTOMER DELIVERED VALUE OF EXTERNAL
CUSTOMER IN OPTICAL INSTALATION
(Case Study in Outpatient of General Hospital Surabaya)**

Number of visit in optical installation at Outpatient of General Hospital Surabaya is getting lower year to year in which 2006-2008, those visit on that installation still 12,46%. The objective of this study is to analyzed customer delivered value of external customer in optical installation of Outpatient of General Hospital Surabaya, including identifying characteristic of external customer, level of important of customer toward the facility provided in Outpatient of General Hospital Surabaya, customer's point of view tower total customer cost covering product value, service value, personnel value and image value, customer point of view toward total customer cost covering monetary, time, energy and psychics cost, comparison of the existing total customer cost and total customer value on characteristic of external customer level of appropriateness customer based on customer delivered value, ratio of level importance an customer delivered value.

Sample was taken through systematic random sampling on customer of Outpatient of General Hospital Surabaya ranging from March up to April 2008. Here the customers were given the questioner on customer delivered value which asked about given services. The total sample taken here was 82 samples.

Result of the study toward level of customer importance laid on the higher level on product value. In addition, result on customer delivered value toward service in optical installation in General Hospital Surabaya also showed that product value got highest point.

The average value of IR (Improvement Ratio) of product value, service value, personnel value and image value is 1,21. It indicated that the whole services given in optical installation in General Hospital Surabaya didn't fill the required values of customer.

As the conclusion it is necessary to improve customer delivered value at optical installation in Outpatient of General Hospital Surabaya by upgrading services on product, services, personnel and image value according to the level of customer importance in getting services in optical installation.

Keyword : customer delivered value, total customer cost, total customer value, customer importance.

ABSTRAK

ANALISIS *CUSTOMER DELIVERED VALUE* PELANGGAN EKSTERNAL DI
PELAYANAN POLI MATA
(Studi Kasus di Instansi Rawat Jalan RSU Haji Surabaya)

Kunjungan poli mata RSU Haji Surabaya dari tahun 2006 sampai dengan 2008 turun hingga 12,47%. Tujuan umum penelitian ini adalah untuk menganalisis *Customer Delivered Value* pelanggan eksternal di poli mata Instalasi Rawat Jalan RS Haji Surabaya. Sedangkan tujuan khususnya adalah mengidentifikasi karakteristik pelanggan eksternal, tingkat kepentingan pelanggan terhadap fasilitas di RSU Haji Surabaya, pandangan pelanggan terhadap *total customer value* yang meliputi nilai produk, nilai *service*, nilai *personel* dan nilai *image*, mengidentifikasi pandangan pelanggan terhadap *total customer cost*, mengidentifikasi perbandingan *total customer cost* dengan *total customer value* berdasarkan karakteristik pelanggan eksternal, mengidentifikasi tingkat kepentingan pelanggan berdasarkan *customer delivered value* dan mengidentifikasi *improvement* rasio dari tingkat kepentingan dengan *customer delivered value*.

Pengambilan sampel dilakukan dengan cara sistematis random sampling pada pelanggan Instalasi Rawat Jalan mulai bulan Maret sampai dengan April 2008. Setiap pelanggan diberi kuesioner tentang *customer delivered value* mengenai pelayanan yang diterimanya. Demikian penelitian ini terus dilaksanakan sampai mendapat 82 sampel.

Hasil penelitian ini terhadap tingkat kepentingan pelanggan untuk nilai produk sangat dipentingkan, sedangkan *customer delivered value* terhadap pelayanan di poli mata RSU Haji Surabaya nilai produk juga memerlukan perbaikan.

Nilai rata-rata dari *Improvement ratio* (IR) nilai produk, nilai *service*, nilai *personel*, nilai *image* adalah 1,21. Artinya secara keseluruhan dari pelayanan poli mata di RSU Haji Surabaya belum memenuhi nilai yang diharapkan konsumen.

Kesimpulan yang dapat diambil dari penelitian ini adalah untuk dapat meningkatkan *customer delivered value* perlu ada peningkatan pelayanan pada nilai produk, nilai *service*, nilai *personel* dan nilai *image* sesuai dengan tingkat kepentingan pelanggan didalam pelayanan poli mata.

Kata kunci : *customer delivered value*, *total customer cost*, *total customer value* dan tingkat kepentingan