

RINGKASAN

Responsi Klien Terhadap Pelayanan Elektroakupunktur Hewan Di Klinik La Femur Surabaya

Hewan merupakan makhluk atraktif dan dinamis yang membutuhkan perawatan khusus terutama tentang kesehatannya. Klinik hewan adalah tempat pelayanan jasa medik veteriner yang dijalankan oleh seorang dokter hewan dan memiliki fasilitas pemeriksaan kesehatan hewan, tidak hanya secara konvensional namun secara tradisional juga banyak dilakukan yaitu metode elektroakupunktur karena dinilai sangat efektif, ekonomis dan tidak memiliki efek samping sehingga perlu dilakukan penelitian terkait kepuasan klien terhadap pelayanan elektroakupunktur hewan untuk mengetahui gambaran tingkat kepuasan klien sebagai indikator keberhasilan strategi manajemen klinik hewan.

Penelitian ini bertujuan untuk mengetahui kepuasan klien terhadap pelayanan elektroakupunktur hewan berdasarkan indeks kepuasan klien dalam lima dimensi kualitas pelayanan (*tangibel, reliability, responsiveness, assurance* dan *empati*) menggunakan metode survey dengan memberikan kuisioner kepada informan dibantu dengan alat dokumentasi serta wawancara. Selanjutnya di analisa dengan menggunakan IKK dan IPA untuk mengetahui tingkat kesesuaian berdasarkan tingkat kepuasan pelanggan dan harapan pelanggan terhadap kualitas pelayanan (kinerja). IKK akan ditampilkan dalam diagram laba-laba (*spider web*) untuk membandingkan tingkat kinerja dan harapan.

Dilakukan pengumpulan data primer (utama) terhadap 30 informan yang melakukan pelayanan elektroakupunktur pada hewan lebih dari satu kali di klinik hewan La Femur di Surabaya dengan teknik kuisioner, wawancara, dokumentasi. Kuisioner yang digunakan yaitu kuisioner skala Likert dan informan cukup menjawab pertanyaan pada kolom yang sudah tersedia yaitu memberi pilihan lima jawaban alternatif diantaranya: sangat puas diberi skor 5, puas diberi skor 4, cukup puas diberi skor 3, tidak puas diberi skor 1.

Lima dimensi kualitas pelayanan elektroakupunktur hewan klinik La Femur menunjukkan nilai puas klien terhadap pelayanan tersebut yaitu *tangibel* 0.91, *reliability* 0.96, *responsiveness* 0.98, *assurance* 0.98, dan *emphaty* 0.98. Berdasarkan indikator masing-masing dimensi pelayanan elektroakupunktur hewan klinik La Femur tidak menunjukkan nilai di bawah standart. Klien puas terhadap indikator pada pelayanan elektroakupunktur hewan di klinik hewan La Femur.

SUMMARY

Client Response An Animal Electroacupuncture Services At La Femur Clinic Surabaya

Animals are attractive and dynamic creatures that need special care, especially about their health. Veterinary clinic is a veterinary medical service facility run by a veterinarian and has a veterinary health inspection facility, not only conventionally but traditionally also done a lot namely the electroacupuncture method because it is considered to be very effective, economical and has no side effects so it needs to do research related client satisfaction with veterinary electroacupuncture services to find out the level of client satisfaction as an indicator of the success of veterinary clinic management strategies.

This study aims to determine client satisfaction with animal electroacupuncture services based on the client satisfaction index in five dimensions of service quality (tangible, reliability, responsiveness, assurance and empathy) using survey methods by giving questionnaires to informants assisted with documentation and interview tools. Then analyzed using IKK and IPA to find out the level of conformity based on the level of customer satisfaction and customer expectations of service quality (performance). IKK will be displayed in a spider web diagram (spider web) to compare the level of performance and expectations.

Primary data was collected by 30 informants who provided electroacupuncture services for animals more than once at the La Femur animal clinic in Surabaya using a questionnaire, interview, and documentation techniques. The questionnaire used is a Likert scale and the informant is enough to answer the questions in the column that is already available that is giving a choice of five alternative answers including very satisfied given a score of 5, satisfied given a score of 4, quite satisfied given a score of 3, not satisfied given a score of 1.

The five dimensions of the quality of electro-veterinary services in La Femur clinic show the value of the client's satisfaction with the service, namely tangible 0.91, reliability 0.96, responsiveness 0.98, assurance 0.98, and empathy 0.98. Based on the indicators of each dimension the electro-animal treatment service of La Femur clinic does not show below standard values. The client is satisfied with the indicators on veterinary electroacupuncture services at La Femur animal clinic.

RESPONSI KLIEN TERHADAP PELAYANAN ELEKTROAKUPUNKTUR HEWAN DI KLINIK LA FEMUR SURABAYA

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ABSTRACT

Electroacupuncture is a modern method in the field of veterinary acupuncture. Its application in animal is considered effective, economical, does not cause side effects so that the client feels satisfied. Client satisfaction based on client perceptions of service quality that is the fit between expectations and reality received by the client. *Tangible, reliability, responsiveness, assurance, and empathy* are the five elements of service quality dimensions. The number of informants obtained in this study was 30 respondents using saturated electroacupuncture services for animals twice at the La Femur clinic. The data obtained were analyzed using the client satisfaction index and importance of performance analysis. The results of the five-dimensional data analysis of La Femur clinical animal electroacupuncture service quality showed tangible values 0.91%, reliability 0.98%, responsiveness 0.98%, assurance 0.98% and empathy 0.98%. The five dimensions of veterinary electroacupuncture service in the La Femur clinic showed the value above the standard.

Key words: Client respons, Elektroacupuncture, Clinic, Surabaya.