

ABSTRACT

Government hospital is one of the ways for poor people to fulfill the necessities of life, the necessities is health. The high level of poverty in Jakarta, make government hospital be accused to provide the best service in despite of the government hospital will gain a minimum financial benefits.

This research use Importance Performance Analysis Methods. This research type is descriptive research and the scale which use in this research is ordinal scale. Observation methods in this research using interwies and questionnaires. After that, the data processed by using SPSS 20 to get comparison of performance and customer expectations. And the final result is diagram kratesius.

The results of measurements the levels of consumer expectation is that consumers have high expectation of service in RSUD Cengkareng, meanwhile the measurement level on RSUD Cengkareng performance is consumers are not satisfied with the performance which is given by RSUD Cengkareng.

Consumer dissatisfaction is also visible in the calculation of the Consumer Satisfaction Index (CPI), where there are no items on the statements in the questionnaire that exceed 1 or equal to 1. The results of measurements of the level of satisfaction is assurance score (0.83), the attributes of reliability (0.76) , attributes of empathy (0.73), attribute tangible (0.67) and responsiveness attributes (0.65).

The attributes that should be corrected because consumer expectations are going to attribute a high and its performance is considered less are: comfort of the beds, cleanliness of rooms, inpatient room comfort, appropriateness of services provided, responsiveness officer, clearly of information about the patient and ease when the patient's family to visit patients.

Keywords : Importance Performance Analysis, Service Quality, Customer Satisfaction