

ABSTRACT

APPLICATION OF SERVICE QUALITY METHOD FOR MEASURE THE QUALITY IN REGISTRATION UNIT AT DENTAL HOSPITAL STATE UNIVERSITY OF JEMBER

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A few years ago, Jember been established speciality dental hospital to serve patient with more spesific help needed and specialist. When patient come to hospital, the first she can found is registration unit, in this place patient can received officer services like a friendly and fast service , this is important because patient can considered the services provided from officers is good enough or not enough just from the first impressions she feels. The purpose of research is assesing quality of service in registration unit at dental hospital state university of jember that use service quality and fuzzy method, and to find out variables quality of service that need to improved be better than before. One way to analyze customer satisfaction is used servqual and fuzzy method. Assesment quality of service in this method is calculated from the difference between perception of patients received and desired expectations of patients. While the weight calculation of each variable used aplication functions of fuzzy. From the results of research and discussion that has been done, it can be conclude : Based on the result of data processing can be obtained service quality average scores -0,018 which indicates that quality of servives has a negative value, which means that customer expectations is more higher than the perceptions. For the value of servqual with highest to the lowest gap consecutively is Tangibel dimension -0,024, reliability dimension -0,017, Assurance dimension 0,016, Empahty dimension -0,015, and last is Responsiveness dimension -0,014.

Keywords: registration unit, quality of service, servqual, fuzzy, tangible, reliability ,responsiveness , assurance, emphaty.

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