

**Analisis Mutu Pelayanan RSIA Srikandi IBI Jember Menggunakan Metode *Servqual* dan *Importance Performance Analysis* (Analysis of Service Quality of Mother and Child Srikandi Indonesian Midwives Association Hospital Jember Using *Servqual* and *Importance Performance Analysis* Method)**

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***ABSTRACT***

*Based on the BOR, statistical reporting data of Mother and Child Srikandi Indonesian Midwives Association Hospital Jember is not in accordance with the standards set by the Health Department. This research to know the level of patient satisfaction for the services rendered. The measurements performed by using the Service Quality and Importance Performance Analysis. This measurement is based on the five dimensions of service quality and the strengths identify and the weaknesses of health services by the hospital. Based on these results, it was found that the quality of service of Mother and Child Srikandi Indonesian Midwives Association Hospital Jember is reputed not effective in providing the patient satisfaction. The results of the calculations of Importance Performance Analysis that represented in Cartesian diagram obtained 4 attributes that become the main priority, such as the narrow bathroom, some facilities are not functioning well like water tap and the lack number of a bathroom, the cost of treatment and care that less affordable by the patient, the less availability of medicine at pharmacies, and the receptionist who paid little attention to the patient. From these problems it should be necessary to wider the bathroom, repair the tap water facilities, increase the number of bathroom, evaluate of the cost of care and treatment, evaluate the pharmacy services, increase the number of receptionist, and maintain the high performance value attributes.*

*Keywords: Service Quality , Importance Performance Analysis*