

## ***ABSTRACT***

Primary healthcare centres are the cutting edge in public health development and plays an important role to achieve the degree of public health, therefore it is very important to improve the services quality of primary healthcare clinic. This study have the purpose to determine the quality of services in the primary healthcare centre in Mranggen district to design a strategy for improving the services quality of the primary health care centre. Analyzing the level of responden expectations and the level of primary healthcare centre performance in the six dimensions of service quality i.e tangibles, reliability, responsiveness, empathy, and accessibility, can be use by the management as base to develop strategy for increasing primary healthcare centre service performance to patient satisfaction.

Data analysis was done by qualitative descriptive methode to resolve formulated problems of how to increase public services quality at Mranggen primary healthcare centre to meet the standard services as stated by the government. We use in this study Importance Performance Analysis, IPA, with cartesius diagram. In this study 75 respondents from three primary healthcare centre located in Mranggen district were involved.

Result in this study for the level of satisfication dimension are 94,8% Assurance, 83,7 % Tangibles, 82,1% reliability, 74.1% accessibility, 69.3 % empathy, 61,5% responsiveness with a total of 76,2% satisfication level, which mean that the generally services quality gives in the centre are sufficient to fullfill responden expectation. Nevertheless a total performance result of 51,6% with a total gap of (-0,8%) tend to describe a less quality of working performance of the primary healthcare centre involved. Base on this result mangement of primary healthcare centre in Mranggen district are therefor expected to develop a strategy to cope with this problem, particularly the responsiveness and empathy, dimension on quadrant A (top priority). which has the highest gap i.e responsiveness (-1,57) and empathy (-1,1)

**Keywords: Importance Performance Analysis (IPA), quality of care, patient satisfaction**