ABSTRACT

This study discusses the extent to wich the level of customer satisfication on the performance of RS. Panti Wilasa " Dr. Cipto " Semarang gap in term of service experienced and services that are expected. In the study developed a variable dimension of quality of service appropriate to the circumstances RS. Panti Wilasa " Dr. Cipto " Semarang, such a reliability, responsiveness, assurance, empathy and physical fasilities.

The study population was customer who visit the RS. Panti Wilasa " Dr. Cipto " Semarang. Determination of sample size in this study is the Importance Performance Analisys (IPA), while the number of samples taken in this study amounted to 100 respondents. The test equipment for this study using the validity and reliability. Validity and reliability testing performed on all the indicator measuring the importance and performance of all dimensions and the results were all positively correlated and statistically significant, it is evident from the signivicance value < 0,05 so that it can be concluded that the research data is valid. While the reliability of the test results indicate that the magnitude of the value derterminant to all expectations and performance indicators in all dimensions was > 0,6 that it can also be concluded that these indicators are reliable.

The results of this study indicate that the IPA method used can provide a framework in understandingt the customer satisfication as a function of expectation (Importance or interest rate) associated with an attribute as well as customers of the organization's performence appraisal (performance) visit from the corresponding attributes.

Keywords : Importance Performance Analisys (IPA)