

# Tingkat Kepuasan Pelanggan Internal di Laboratorium Pusat Rujukan Nasional Prodia Jakarta = Internal Customer Satisfaction Index Prodia National Referral Laboratory Jakarta

Yenny Hartono, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20308080&lokasi=lokal>

---

## Abstrak

Tesis ini membahas tingkat kepuasan pelanggan di Laboratorium Pusat Rujukan Nasional Prodia Jakarta tahun 2010 dengan menggunakan dimensi kualitas jasa yaitu kehandalan, daya tanggap, meyakinkan, empati dan bukti fisik. Penelitian ini adalah penelitian kuantitatif dengan pendekatan cross sectional. Hasil penelitian didapatkan bahwa tingkat kepuasan terhadap lima dimensi kualitas jasa tidak semua dimensi hasilnya memuaskan, sehingga perlu segera dilakukan langkah perbaikan terutama pada dimensi bukti fisik, dimana didapatkan tingkat kepuasan didaerah Jawa 25 % sedangkan di Luar Jawa hanya 8.3 %.

.....This thesis describes the level of customer satisfaction in the National Referral Center Laboratory Prodia Jakarta in 2010 by using the dimensions of service quality are reliability, responsiveness, assurance, empathy and tangibles. This research is quantitative research with cross sectional approach. The results showed that the level of satisfaction with the five dimensions of service quality dimensions are not all the results are satisfactory, so that corrective measures need to be conducted mainly on the dimensions of the physical evidence, which showed the level of satisfaction of 25% whereas the Java area outside of Java, only 8.3%.