

# Jaminan kualitas dan kepuasan pelanggan laboratorium kesehatan masyarakat veteriner (kesmavet) Propinsi DKI Jakarta = Quality assurance and customers' satisfaction of the laboratorium of veterinary public health of the special territory of the capital city of Jakarta

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## Abstrak

Laboratorium Kesehatan Masyarakat Veteriner (Kesmavet) DKI dalam melaksanakan tugas dan fungsinya telah mengacu dan menerapkan persyaratan SNI 19-1702-2000, sehingga hasil pengujiannya memberikan jaminan kualitas terhadap bahan asal hewan (BAH)/ hasil bahan asal hewan (HBAH). Untuk mengetahui sejauh mana tingkat kepuasan pelanggan dan bagaimana hubungan jaminan kualitas dengan kepuasan pelanggan Laboratorium Kesmavet ini, maka dilakukan penelitian terhadap jaminan kualitas dan kepuasan pelanggan.

Penelitian ini dilakukan terhadap 40 pelanggan eksternal Laboratorium Kesmavet dengan kriteria sudah menjadi pelanggan laboratorium minimal selama 2 tahun yang meliputi : importir dan distributor daging, perusahaan pengolahan daging dan pengolahan susu serta pasar swalayan. Pengumpulan data dengan menggunakan kuisioner, yang pertanyaannya menjabarkan tentang jaminan kualitas meliputi aspek sistem manajemen dan persyaratan teknis, dan kepuasan pelanggan dengan menggunakan konsep servqual (service quality) dari Parasuraman, Zeithaml dan Berry yang meliputi dimensi tangibility, realibility, responsiveness, assurance dan emphaty. Dari data yang diperoleh dilakukan analisis reliabilitas dan validitas secara manual yang penghitungannya dibantu oleh program excel pada komputer. Distribusi frekuensi dan persentase variabel, analisis tingkat kepuasan pelanggan dan korelasi jaminan kualitas terhadap kepuasan pelanggan dengan mempergunakan SPSS versi 11.0 for Windows.

Hasil penelitian menunjukkan, dari 11 indikator variabel jaminan kualitas semuanya dinyatakan valid dan reliabel, sedangkan dari 22 indikator kepuasan pelanggan hanya 21 indikator yang valid dan reliabel yang digunakan untuk analisis selanjutnya. Dari hasil analisis selanjutnya dapat disimpulkan bahwa penerapan SNI 19-17025-2000 telah memberikan nilai yang bagus terhadap jaminan kualitas yang diberikan oleh laboratorium Kesmavet. Sementara itu 9 dari 21 indikator kepuasan pelanggan telah memenuhi harapan pelanggan (tingkat kesesuaian 100%), yakni penampilan karyawan (Q3), kesesuaian fasilitas dengan layanan (Q4), komunikatif (Q10), ketanggapan karyawan (Q13), persuasif (Q14), rasa aman (Q15), kesopanan karyawan (Q16), dukungan terhadap karyawan (Q 17) dan privasi pelanggan (Q21). Sementara itu 12 indikator lainnya berada dibawah harapan pelanggan, meliputi tingkat kesesuaian 80% sebanyak 6 indikator yaitu peralatan dan teknologi (Q1), realisasi janji (Q5), keseriusan pelayanan (Q6), keandalan (Q7), ketepatan layanan (QS) dan kesalahan minimum (Q9), tingkat kesesuaian 75% sebanyak 5 indikator yaitu desain bangunan dan keamanan (Q2), kecepatan layanan (Q11), hubungan individual (Q19), memahami kebutuhan pelanggan (Q20) dan keadilan pelayanan (Q22). Sedangkan indikator terendah 60%, yakni ditunjukkan oleh indikator perhatian terhadap pelanggan (Q18). Tingkat hubungan jaminan kualitas dengan kepuasan pelanggan menunjukkan adanya hubungan linear sangat nyata berkorelasi sedang.

Berdasarkan hasil yang diperoleh disarankan perlunya sistem informasi yang lebih baik, agar jaminan kualitas yang dihasilkan karena penerapan SNI 19-17025- 2000 lebih dimengerti oleh pelanggan. Hal ini dapat dengan memberikan brosur dan pelatihan, berupa pengenalan sistem kualitas laboratorium kepada pelanggan. Untuk meningkatkan kepuasan pelanggan perlu inovasi - inovasi baru dalam metode dan sistem pemeriksaan guna mengantisipasi tuntutan pelanggan yang selalu berubah dengan cepat serta penambahan personil yang qualified untuk mengatasi keterbatasan tenaga. Perlunya membina hubungan baik antara pihak laboratorium dengan pelanggan seperti memberikan perhatian terhadap kebutuhan dan masalah yang sedang dihadapi di antaranya memberikan kuisioner kepada pelanggan secara berkala.

*In implementing the tasks and functions of the Laboratory of Veterinary Public Health of the Special Territory of the Capital City of Jakarta, it has referred to and applied SNI 19-1702-2000. So that its examination results gives quality assurance towards animals original status. To find out how far the level of customers' satisfaction and how are the relationship between quality assurance with the customers' satisfaction, the writer, then, conducts a research for these issues.*

The respondents of the research are 40 external customers of the laboratory who have received the services for at least 2 years. They include meat importers and distributors. Meat and milk processing corporations and super markets. The collection of data is obtained from questionnaires containing quality assurance covering such aspects as management system and technical prerequisites, and customers' satisfactions using SERVQUAL (service quality) method from Parasuraman, Zeithaml and Berry, which includes 5 dimensions of tangibility, reliability, responsiveness, assurance and empathy. From the data obtained the writer conducts an analysis of reliability and validity manually aided by excel computer program for the calculation, frequency distribution and variable percentage, an analysis of customers' satisfaction and the correlation of quality assurance towards customers' satisfaction uses SPSS version 11.0 for Windows.

The research findings show that from 11 indicators, all variables of quality assurance are valid and reliable, and 21 out of 22 indicators of customers' satisfaction are valid and reliable. These are used for further analysis. From the analysis it can be concluded that the application of SNI 19-17025-2000 has contributed to favorable marks towards quality assurance provided by the laboratory. For example, 9 out of 21 indicators of customers' satisfaction have met the customers' expectation (100% equilibrium level) that is, employees' physical appearance (Q3), appropriacy between facilities and services (Q4), communicative (Q10), employees' response (Q13), persuasive (Q14), secured feeling (Q15), employees' hospitality (Q16), employees support (Q17), and customers' privacy (Q21). Then the other 12 indicators are below the customers' satisfaction, covering 6 indicators with 80% equilibrium level, that is, equipment and technology (Q1), keeping promises (Q5), service commitment (Q6), reliability (Q7), service punctuality (Q8) and minimum error (Q9), and 5 indicators with 75% equilibrium level, that is the design of buildings and vehicles (Q2), service pace (Q11), individual relationship (Q19), the understanding of the customers' needs (Q20) and service fairness (Q22). As for the lowest indicator (60%) is shown by the indicator of concern towards customers (Q18). The relationship level of quality assurance with customers' satisfaction shows that there is a linear relationship that is very obvious medially correlated.

Based on these findings, it is recommended that there should be a good information system to enable the

customers to better understand that the quality assurance can be achieved through the application of SNI 19-17025-2000. This can be done through giving brochures and holding training of introducing quality system of laboratory to the customers. To increase the customers' satisfaction level needs innovations in method and system of examination to anticipate the ever-changing demands of the customers and to augment qualified personnel to solve the limited personnel. It is necessary to establish good rapport between the laboratory personnel and the customers such as paying attention to their needs and problems among others through giving questionnaires to the customers periodically.</i>