

## ABSTRAK

### ANALISIS KUALITAS PELAYANAN PRODUK PERAWATAN LUKA DENGAN PENDEKATAN MODEL KANO DAN IMPORTANCE- PERFORMANCE

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PT Kalbe Farma Tbk memasarkan produk-produk balutan untuk perawatan luka. Dengan tujuan untuk meningkatkan penjualan produk-produk balutan perawatan luka PT Kalbe Farma Tbk, maka PT Kalbe Farma Tbk seringkali melakukan aktivitas layanan antara lain: workshop, update ilmiah, detailing dan pendampingan aplikasi produk oleh tim sales, toko online, website, wound assessment tool, dan program diskon.

Penulis ingin mengetahui bagaimana karakteristik dari masing-masing aktivitas layanan yang dilakukan untuk memasarkan produk-produk balutan perawatan luka. Dalam usaha untuk mengetahui karakteristik dari masing-masing aktivitas promosi ini, penulis ingin melakukan analisis menggunakan pendekatan Model Kano dan Analisis *Importance-Performance*.

Berdasarkan pendekatan model Kano, didapatkan ada 8 atribut yang termasuk ke dalam kategori *Must-Be* yaitu: Kualitas, workshop, penyampaian informasi produk oleh tim sales dengan lengkap, pendampingan aplikasi produk, tim sales tanggap terhadap pertanyaan, tim sales tanggap terhadap keluhan, website dan ketersediaan produk perawatan luka pada Fasilitas Kesehatan. Didapatkan ada 2 atribut yang termasuk dalam kategori *One-Dimensional* yaitu: Harga, dan program diskon. Didapatkan ada 4 atribut yang termasuk dalam kategori *Attractive* yaitu: kelengkapan produk, update ilmiah, *Wound Assessment Tool* dan toko online.

Berdasarkan Analisis *Importance-Performance*, didapatkan ada 10 atribut yang masuk ke dalam kuadran *Keep Up the Good Work* yaitu: Kualitas, workshop, penyampaian informasi produk oleh tim sales dengan lengkap, pendampingan aplikasi produk, tim sales tanggap terhadap pertanyaan, tim sales tanggap terhadap keluhan, dan ketersediaan produk perawatan luka pada Fasilitas Kesehatan, harga, dan program diskon.

Didapatkan ada 2 atribut yang masuk ke dalam kuadran *Concentrate Here* yaitu: Website dan *Wound Assessment Tool*. Didapatkan ada 2 atribut yang masuk ke dalam kuadran Low Priority yaitu: Toko online dan update. Didapatkan ada 1 atribut yang masuk ke dalam kuadran Possible Overkill yaitu: Kelengkapan produk.

Kesimpulannya, pendekatan Kano Model dan Analisis *Importance-Performance* dapat bermanfaat apabila digunakan untuk mengidentifikasi hubungan antara kualitas dan kepuasan pelanggan pada beberapa atribut layanan.

*Kata Kunci: Kano Model, Analisis Importance-Performance, Atribut Layanan*

## ABSTRACT

### ANALYSIS OF WOUND CARE PRODUCT QUALITY SERVICES USING KANO MODEL APPROACH AND IMPORTANCE-PERFORMANCE

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*PT Kalbe Farma Tbk sells bandage products for wound care. With the aim of increasing the sales of PT Kalbe Farma Tbk's wound care products, PT Kalbe Farma Tbk often carries out service activities including: workshops, scientific updates, detailing and product application assistance by sales teams, online stores, websites, wound assessment tools and discount programs.*

*The author wants to know how the characteristics of each service activity are carried out to market wound care wrapping products. In an effort to find out the characteristics of each of these promotional activities, the authors wanted to do an analysis using the Canoe Model and Importance-Performance Analysis approaches.*

*Based on the Kano model approach, there were 8 attributes included in the Must-Be category, namely: Quality, workshop, product information delivery by the sales team, product application assistance, sales team responsive to questions, sales team responsive to complaints, website and availability of wound care products at Health Facilities. There are two attributes included in the One-Dimensional category, namely: Prices and discount programs. Obtained there are 4 attributes included in the Attractive category, namely: product variety, scientific updates, Wound Assessment Tool and online stores.*

*Based on the Importance-Performance Analysis, it was found that there were 10 attributes that were included in the Keep Up the Good Work quadrant, namely: Quality, workshop, product information delivery by the sales team, product application assistance, sales team responsive to questions, sales team responsive to complaints, and availability of wound care products at Health Facilities, prices and discount programs.*

*There are 2 attributes that are included in the Concentrate Here quadrant, namely: Website and Wound Assessment Tool. There are 2 attributes that are included in the Low Priority quadrant, namely: Shop online and update. There are 1 attribute that is included in the Possible Overkill quadrant, namely: product variety.*

*In conclusion, the Kano Model approach and Importance-Performance Analysis can be useful if used to identify the relationship between quality and customer satisfaction on some service attributes.*

*Keywords: Kano Model, Importance-Performance Analysis, Service Attributes.*