

INTISARI

Latar Belakang : Balai Laboratorium Kesehatan Yogyakarta telah terakreditasi Komite Akreditasi Nasional (KAN) ISO/IEC 17025:2005 No. LP. 398. IDN tahun 2008, KALK Kementerian Kesehatan RI No. 5/S/KALK-P/ 2012, teregistrasi sebagai Laboratorium Lingkungan dari Kementerian Negara Lingkungan Hidup No. 0023/LPJ/Labling-1/LRK/KLH tahun 2010, sebagai Laboratorium Tempat Uji Kompetensi dari BNSP no. 2-TELAPI/V/11/035 tahun 2011, dan ISO 9001: 2008 tahun 2015, terbagi menjadi 4 kelompok pelanggan, yaitu imunologi, patologi klinik, kimia kesehatan, dan mikrobiologi. Terdapat keluhan antar kelompok pelanggan terhadap pelayanan laboratorium baik melalui kotak saran maupun lisan akibat perbedaan persepsi yang diterima antar kelompok pelanggan tersebut.

Tujuan : Penelitian ini bertujuan untuk membuat analisis menyangkut perbedaan persepsi antar kelompok pelanggan yang berbeda-beda agar dapat menjadi masukan dalam merumuskan kebijakan upaya menjaga mutu dan perbaikan terus menerus pelayanan Balai Laboratorium Kesehatan Yogyakarta.

Metode : Penelitian observasional dengan rancangan *cross sectional*, sampel penelitian 200 orang secara *sistematik random sampling*. Penelitian kuantitatif uji beda rata-rata dan dianalisis dengan uji *independent t-test* untuk mengetahui perbedaan harapan dan persepsi antar kelompok pelanggan tersebut dan uji F (*one way anova*) untuk mengetahui perbedaan persepsi antar kelompok pelanggan selama periode tertentu yang dikaitkan dengan dimensi *servqual* di Balai Laboratorium Kesehatan Yogyakarta. Persepsi antar kelompok pelanggan terhadap mutu pelayanan akan sangat baik, jika nilai tertinggi diperoleh kelompok pelanggan tertentu, sehingga diartikan kelompok pelanggan tersebut lebih merasakan dan mendapatkan kualitas pelayanan yang disediakan Balai Laboratorium Kesehatan Yogyakarta sesuai dengan harapan kelompok pelanggan tersebut.

Hasil : Korelasi harapan dan persepsi pelanggan terhadap mutu pelayanan di Balai Laboratorium Kesehatan Yogyakarta berhubungan secara signifikan. Persepsi antar kelompok pelanggan terhadap mutu pelayanan di Balai Laboratorium kesehatan Yogyakarta secara keseluruhan sangat baik dengan skor 5,210. Tidak ada perbedaan persepsi antar kelompok pelanggan yang signifikan. Persepsi dimensi *servqual* bukti fisik pada sarana prasarana memadai memiliki skor terendah, yaitu 5,11. Persepsi dimensi *servqual* tertinggi diperoleh oleh pelanggan imunologi dengan skor 116,18.

Kesimpulan : Kebijakan manajemen mutu pelayanan di Balai Laboratorium Kesehatan Yogyakarta sudah baik. Efektifitas, efisiensi dan sustainabilitas perbaikan mutu pelayanan menjadi tujuan untuk profitabilitas, dan loyalitas pelanggan.

Kata Kunci : perbedaan, persepsi, harapan, mutu pelayanan, antar kelompok pelanggan.

ABSTRACT

Background : Yogyakarta Health Laboratory has been accredited National Accreditation Committee (NAC) ISO / IEC 17025: 2005 No. LP. IDN 398 in 2008, KALK by the Ministry of Health No.5/S/KALK-P/2012, registered as Environmental Laboratory of the Ministry of Environment No.0023/LPJ/ Labling-1/LRK/KLH in 2010, as a place of Competency Test Laboratory of BNSP no. 2-TELAPI/V/11/035 in 2011, and ISO 9001: 2008 in 2015, divided into 4 groups of customers, namely immunology, clinical pathology, chemistry health, and microbiology. There are complaints among groups of customers to laboratory services through the suggestion box or verbally accepted due to differences in perceptions between the customer groups.

Objective: This study aims to make an analysis of the difference perception between groups of different customers so that can be input in formulating policy measures to safeguard the quality and continuous improvement services Yogyakarta Health Laboratory.

Methods: The study was observational with cross sectional sample of 200 people in a systematic random sampling. Quantitative research different test average and analyzed premises independent t-test to determine differences in expectations and perceptions among groups such customers, and the F test (one way ANOVA) to determine differences in perceptions between groups of customers during a given period that is associated with dimensions servqual Yogyakarta Health Laboratory. Perceptions between groups of customers on service quality will be very good, if the highest value obtained specific group of customers, so that means the customer group feel and get the quality of service provided by Yogyakarta Health Laboratory in accordance with the expectations of the customer groups.

Results: Correlation expectations and customer perception of service quality in Yogyakarta Health Laboratory correlate significantly. Perceptions between groups of customers for the quality of health services in Yogyakarta Health Laboratory very good overall with a score of 5,210. There was no difference between the perception of a significant group of customers. Perception dimensions servqual tangible at an adequate infrastructure have the lowest score, namely 5,11. The highest perception servqual dimensions obtained on the customer immunology with a score of 116,18.

Conclusion: Policy quality management services in Yogyakarta Health Laboratory is good. The effectiveness, efficiency and sustainability of quality of care a goal for profitability, and customer loyalty.

Keywords: differences, perceptions, expectations, quality of service, inter-group customers.