

ABSTRACT

REALIZING SERVICE QUALITY BY IMPLEMENTING SERVICE STANDARDS AT PATTALLASSANG VILLAGE OFFICE

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The people's needs that keep increasing demands the government to provide an optimal public service. One of the government's services that need to be improved is health service. The quality of health service is important because it is the people's basic needs. The survey of people's satisfaction should be conducted to find out the quality of health service. This study conducted the survey of people's satisfaction at General Poly of Public Health Center of Kassi-Kassi. According to the Google Review toward Public Health Center of Kassi-Kassi, it was found that there were complaints related to the service delivery at General Poly of Public Health Center of Kassi-Kassi.

This study applied mixed method that combined qualitative and quantitative approaches to obtain more accurate data.

The result shows that there are some service elements at General Poly of Public Health Center of Kassi-Kassi that can be given GOOD predicate with Public Satisfaction Index value of 80,25. Though the service of General Poly has been categorized as good, there are some service elements that still need improvement in the service of General Poly of Public Health Center of Kassi-Kassi.

Keywords: *Survey of People Satisfaction, Quality of Public Health, Public Satisfaction Index, Public Health Center, General Poly*

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