

**GAMBARAN KEPUASAN KONSUMEN DI MEDIKA OPTIKAL GARUT
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ABSTRAK

Latar Belakang: Optikal sebagai penyelenggara pelayanan kesehatan disamping melakukan tindakan refraksi yang merupakan implementasi usaha pelayanan jasa tapi juga melakukan usaha komersil yaitu melakukan penjualan kacamata ataupun alat-alat optik lainnya harus meningkatkan pelayanannya sebagaimana tercantum dalam Peraturan Menteri Kesehatan RI No 1 tahun 2016 Pasal 1 ayat 1 tentang Penyelenggaraan Optik.

Metode Penelitian: Penelitian ini menggunakan metode kuantitatif yakni dapat diartikan sebagai metode penelitian yang berlandaskan pada filsafat positivisme, digunakan untuk meneliti pada populasi atau sampel tertentu, teknik pengambilan sampel pada umumnya dilakukan secara random, pengumpulan data menggunakan instrument penelitian, analisis data bersifat kuantitatif/statistic. Rancangan Penelitian ini bersifat *cross sectional study*.

Hasil Penelitian: Pada kepuasan konsumen berdasarkan kualitas pelayanan yang diperoleh hasil rata-rata 89,42% sehingga dapat diinterpretasikan dalam kategori sangat puas. Kemudian, mengenai kepuasan konsumen berdasarkan kualitas produk yang diperoleh hasil rata-rata 88% sehingga dapat diinterpretasikan dalam kategori sangat puas. Mengenai kepuasan konsumen berdasarkan kualitas harga yang diperoleh hasil rata-rata 86,15% sehingga dapat diinterpretasikan dalam kategori sangat puas. Mengenai kepuasan konsumen berdasarkan situasi yang diperoleh hasil rata-rata 86,92% sehingga dapat diinterpretasikan dalam kategori sangat puas.

Kesimpulan: Variabel kepuasan konsumen berdasarkan kualitas pelayanan Medika Optikal Garut tergolong sangat puas dengan nilai rata-rata 89,42%. Berdasarkan analisis deskriptif, variabel kepuasan konsumen berdasarkan kualitas produk Medika Optikal Garut tergolong sangat puas dengan nilai rata-rata 88%. Berdasarkan analisis deskriptif, variabel kepuasan konsumen berdasarkan kualitas harga suatu produk Medika Optikal Garut tergolong sangat puas dengan nilai rata-rata 86,15%. Berdasarkan analisis deskriptif, variabel kepuasan konsumen berdasarkan situasi Medika Optikal Garut tergolong sangat puas dengan nilai rata-rata 86,92%.

Kata Kunci : Kualitas Pelayanan, Kualitas Produk, Kualitas Harga, Situasi

ABSTRACT

Background: *Optical as a health service provider besides carrying out refractive actions which is the implementation of a service business but also conducting a commercial business, namely selling glasses or other optical devices must improve their services as stated in the regulation of the Minister of Health of the Republic of Indonesia No. 1 of 2016 article 1 paragraph 1 regarding optical maintenance.*

Research Methods: *This study uses a quantitative method which can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical . This research design is a cross sectional study.*

Research Results: *Regarding customer satisfaction based on service quality, the average result is 89.42% so that it can be interpreted in the very satisfied category. Regarding consumer satisfaction based on product quality, the average result is 88% so that it can be interpreted in the very satisfied category. Then, regarding consumer satisfaction based on price quality, the average result is 86.15% so that it can be interpreted in the very satisfied category. Regarding consumer satisfaction based on the situation obtained an average result of 86.92% so that it can be interpreted in the very satisfied category.*

Conclusion: *The consumer satisfaction variable based on the quality of Garut Optical Medical services is classified as very satisfied with an average value of 89.42%. Based on the descriptive analysis, the consumer satisfaction variable based on product quality Garut Optical Medicine is classified as very satisfied with an average value of 88%. Based on descriptive analysis, the consumer satisfaction variable based on the price quality of a Garut Optical Medical product is classified as very satisfied with an average value of 86.15%. Based on the descriptive analysis, the consumer satisfaction variable based on the Garut Optical Medical situation is classified as very satisfied with an average value of 86.92%.*

Keywords: *Service Quality, Product Quality, Price Quality, Situation*