

ABSTRACT

DJATI KARTIKO. *The analysis of quality and customer satisfactory on clinic provider SBU Garuda Sentra Medika of medical health care members* (Under the supervision of Hilda Zainal, SKM., M.Kes.)

SBU Garuda Sentra Medika has a primary product on medical health care, known as JPK Garuda and launching on 1998. This product has joint operation with many clinics and hospitals in almost major city in Indonesia as "service point" for health services of medical health care (JPK Garuda) members.

In fact many JPK Garuda members visited to others clinic outside of their family clinic primarily on main Clinic SBU Garuda Sentra Medika, and high reimbursements for medical expenses arise from non providers.

The purpose of the study is to measure the services from clinic provider, clinics performance and the customer expectation and the others reason why the JPK members still going to non providers.

This study is a descriptive study using quantitative approach by questionnaire to the clinic provider visitors from JPK members.

The study concluded that clinic performance is still far behind the expectation, it's mean that need to :

1. Improve and reconstruct the standard of quality services.
2. Improve the clinic provider development programs, assume that to create a new clinic provider is need more resources and time consume.