

## **ABSTRACT**

### **CONSUMER PERCEPTIONS OF THE QUALITY OF SERVICES AT THE GRAHA HUSADA HOSPITAL IN BANDAR LAMPUNG**

**By  
PUTRI ARFIANI**

This study aims to determine the level of interest and perception of inpatient and outpatient care on performance of the Graha Husada hospital in providing services to patients. The type of study is a quantitative descriptive. With a population of inpatients and outpatients of the Graha Husada Hospital. It uses the retrieval technique of sampling with Stratified random sampling on the likert scale. As said before Tecnic date in qesioner study dokument and interview sample from 100 responden, Analysis tools used in this study are Importance-Performance Analysis of frequency tables and cartesian diagrams.

Based on the calculation results with the Importance-Performance Analysis of the obtained results where quality of service of the Graha Husada Hospital in Bandar Lampung has a good compatibility between the interests and the performance expected by consumers. with the average of the interest and overall performance is quite in accordance with the overall performance of the patients received. it can be concluded that the services received from the Graha Husada Hospital in Bandar Lampung need to make improvements in performance on several dimensions of quality of service that has not been sufficient compliance and not meet the interests and fixing elements of the quadrant that included into the main priority namely the Hospital gives a quick response when dealing with complaints of the patients, a quick response of the paramedics in control the changes of the patient

Keyword: quality of services