Traditional Medicine Consumer Satisfaction Analysis, Case Study in West Java Traditional Medicine Development and Application Center (SP3T Jabar)

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Satisfaction is one of the indicators to evaluate the service quality of a clinic. The patient satisfaction represent their behavioral perception after experience health service. How high they get satisfaction can be measured by satisfaction level that refers to consumer expectancy against actual perception deal with quality service they received.

West Java Traditional Medicine Development and Application Center (SP3T Jabar) as a new comer in traditional medicine services need to get the satisfaction growth which can showed by consumer satisfaction.

The consumer satisfaction may serve as feedback for management, and it is required to evaluate the quality of service in order to compete vigorously among other health services. Each dimension of consumers expectation and actual service was analyzed using paired t-test, gap analysis and each dimension was analyzed using Cartesian diagram.

Result of the research that observes 18 attributes of provided service quality show that first priority to handle is interior and exterior design, empathy to the patient and his family complaint, and cleanliness of room and it surrounds. The next priority is complete, readiness and cleanliness of medical equipment, service schedule, procedures of service, and information service.

Overall satisfaction level is relatively good. The highest level of satisfaction is politeness and hospitality while the worst is empathy to the patient and his family complaint.