

ABSTRAK

Perkembangan teknologi digital mendorong perusahaan kesehatan menyediakan layanan berbasis aplikasi *mobile*. Namun, pada Laboratorium Klinik XYZ penggunaan aplikasi *mobile* untuk pendaftaran pemeriksaan medis masih rendah dibandingkan pendaftaran *offline*. Penelitian ini bertujuan untuk mengetahui tingkat kepuasan pelanggan terhadap layanan aplikasi *mobile* Laboratorium Klinik XYZ menggunakan metode Servqual dengan lima dimensi (*tangibles*, *reliability*, *responsiveness*, *assurance*, dan *empathy*). Penelitian menggunakan jenis penelitian deskriptif menggunakan pendekatan kuantitatif dengan melakukan survei. Populasi penelitian yaitu pelanggan Laboratorium Klinik XYZ yang menggunakan aplikasi *mobile* khususnya cabang Mulyosari Surabaya. Digunakan analisis deskriptif dengan teknik pengambilan dan pemilihan sampel *non probability sampling* (*purposive sampling*) dan ukuran sampel dengan rumus Lemeshow. Sampel diperoleh 96 responden yang memenuhi kriteria dan data dikumpulkan menggunakan kuesioner (*Google Form*) dengan lima skor skala Likert. Data diolah dengan SPSS untuk uji validitas-reliabilitas dan dilakukan perhitungan nilai Servqual (gap), kualitas layanan, dan indeks kepuasan pelanggan (IKP). Hasil diperoleh nilai persepsi sebesar 103,22 dan nilai harapan sebesar 97,90 menghasilkan gap positif sebesar 5,32. Nilai kualitas layanan diperoleh nilai 1,05 dengan nilai $Q \geq 1$ yang berkategori sangat puas dan nilai IKP sebesar 82,91% yang berkategori sangat puas dengan nilai $IKP \geq 81\%$ yang berarti pelanggan merasa sangat puas dengan pelayanan yang diberikan melalui aplikasi *mobile*.

Kata kunci: *service quality*, kepuasan pelanggan, laboratorium klinik, aplikasi *mobile*

ABSTRACT

The development of digital technology encourages healthcare companies to provide mobile application-based services. However, at XYZ Clinical Laboratory, the use of mobile applications for medical examination registration is still low compared to offline registration. This study aims to determine the level of customer satisfaction with XYZ Clinical Laboratory's mobile application service using the Servqual method with five dimensions (tangibles, reliability, responsiveness, assurance, and empathy). The study used a descriptive research type using a quantitative approach by conducting a survey. The study population was XYZ Clinical Laboratory customers who use the mobile application, especially the Mulyosari Surabaya branch. Descriptive analysis was used with a non-probability sampling technique (purposive sampling) and sample size using the Lemeshow formula. The sample obtained was 96 respondents who met the criteria and data were collected using a questionnaire (Google Form) with a five-point Likert scale score. The data were processed with SPSS for validity-reliability testing and calculation of the Servqual value (gap), service quality, and customer satisfaction index (CSI). The results obtained a perception value of 103.22 and an expectation value of 97.90 resulting in a positive gap of 5.32. The service quality value obtained was 1.05 with a Q value ≥ 1 which is categorized as very satisfied and an CSI value of 82.91% which is categorized as very satisfied with an CSI value $\geq 81\%$ which means that customers feel very satisfied with the service provided through the mobile application.

Keywords: *service quality, customer satisfaction, clinical laboratory, mobile application*