

ABSTRAK
SEKOLAH TINGGI ILMU KESEHATAN (STIK) BINA HUSADA
PALEMBANG
PROGRAM STUDI KESEHATAN MASYARAKAT
Skripsi, 2024

INDAH MIANGGI

**Analisis Hubungan Kepuasan Pelanggan Pada Uji Kualitas Air Limbah
Laboratorium Lingkungan Hidup Provinsi Sumatera Selatan Tahun 2024**

(xiv+ 54 Halaman+ 13 Tabel+2 Skema)

Kementerian Lingkungan Hidup mempunyai tugas mewujudkan pembangunan Indonesia berdasarkan pembangunan berkelanjutan dengan penekanan pada ekonomi hijau (*green economy*) untuk menahan laju kemerosotan daya tampung, daya dukung, dan kelangkaan sumber daya alam, serta mengatasi bencana lingkungan (KemenLHK RI, 2018). Dalam meningkatkan fungsi pelayanan Laboratorium Dinas Lingkungan Hidup harus memperhatikan kualitas pelayanan yang diberikaan agar mencapai kepuasan masyarakat.

Tujuan dari penelitian ini untuk Diketahui hubungan kepuasan pelanggan pada pelayanan uji kualitas air limbah di UPTD Laboratorium Dinas Lingkungan Hidup Prov. Sumatera Selatan Tahun 2024. Penelitian ini akan dilakukan di UPTD Laboratorium Dinas Lingkungan Hidup Prov. Sumatera Selatan Tahun 2024. Penelitian ini akan dilaksanakan pada 18 Juni- 30 Juni Tahun 2024. Penelitian ini merupakan penelitian kuantitatif dengan desain survey analitik dengan pendekatan *cross sectional*. Populasi adalah pelanggan berjumlah 914 baik itu perorangan maupun instansi yang melakukan uji kualitas air limbah Sampel sebanyak 90 responden dan teknik pengambilan sampel yaitu *purposive sampling*. Analisis data secara univariat dan bivariate.

Berdasarkan hasil analisis univariat kehandalan baik (66,7%0, jaminan baik (68,9%), bukti fisik kurang baik (56,7%), empati baik (51,1%0, daya tanggap baik (55,6%), dan kepuasan pelanggan baik (67,8%). Hasil bivariate didapatkan ada hubungan dengan bukti fisik ($p= 0,006$), kehandalan ($p=0,046$), daya tanggap ($p=0.004$), jaminan ($p=0,0028$), dan empati ($p=0,004$) terhadap kepuasan pelanggan.

Diharapkan UPTD Laboratorium Dinas Lingkungan Hidup Prov. Sumatera Selatan meningkatkan kualitas dalam aspek *Tangible, reability, responsiveness, ansurance, empathy* untuk meningkatkan kepuasan pelanggan.

Kata Kunci : *Tangible, reability, responsiveness, ansurance, empathy*, Kepuasan Pelanggan

Daftra Pustaka : 29 (2013-2023)

ABSTRACT

**BINA HUSADA HIGH SCHOOL OF HEALTH SCIENCES
(STIK) PALEMBANG
PUBLIC HEALTH STUDY PROGRAM
Thesis, 2024**

INDAH MIANGGI

**Analysis of the Relationship of Customer Satisfaction in the Wastewater Quality Test of the Environmental Laboratory of South Sumatra Province in 2024
(xiv+ 54 Pages+ 13 Tables+2 Schematics)**

The Ministry of Environment has the task of realizing Indonesia's development based on sustainable development with an emphasis on the green economy to contain the rate of decline in capacity, carrying capacity, and scarcity of natural resources, as well as to overcome environmental disasters (Ministry of Environment and Forestry of the Republic of Indonesia, 2018). In improving the service function of the Environmental Service Laboratory, it must pay attention to the quality of the services provided in order to achieve community satisfaction.

The purpose of this study was to determine the relationship between customer satisfaction and wastewater quality testing services. This research was conducted at the UPTD Environmental Service Laboratory of South Sumatra Province from June 18 to June 30, 2024. This type of research is quantitative with an analytical survey design with a cross-sectional approach. The population is 914 customers, both individuals and agencies that conduct wastewater quality testing. The sample was 90 respondents and the sampling technique was purposive sampling. Data analysis was univariate and bivariate.

Based on the results of univariate analysis, reliability is good (66.7%), assurance is good (68.9%), physical evidence is not good (56.7%), empathy is good (51.1%), responsiveness is good (55.6%), and customer satisfaction is good (67.8%). The bivariate results showed a relationship between physical evidence ($p = 0.006$), reliability ($p = 0.046$), responsiveness ($p = 0.004$), assurance ($p = 0.028$), and empathy ($p = 0.004$) and customer satisfaction.

It is expected that the UPTD Laboratory of the Environmental Service of South Sumatra Province will improve quality in the aspects of tangible, reliability, responsiveness, assurance, empathy to increase customer satisfaction.

Keywords : Tangible, reability, responsiveness, ansurance, empathy, Customer Satisfaction

Bibliography : (2013-2023)