

## ABSTRACT

This research was done to measure the level of quality that is owned by the Hospital "Asri Medical Center" with analysis tools Importance-Performance Analysis (IPA) and Customer Satisfaction Index. The samples that the writer use in this research was 50 respondents with Snowball Sampling retrieval method (Snowball Sampling).

The results of this research by using the the level of quality of service in Asri Medical Center Hospital on the dimensions of reliability, responsiveness, assurance, attention, direct evidence, medical core services, and professionalism had a level of quality is good enough. With a Diagram Kartesius, management of Asri Medical Center Hospital can specify any dimensions that require improvement and repair in order to avoid wartage.

Key Word : *Importance-Performance Analysis, Consumer Satisfaction Index, Customer Satisfaction.*