## *ABSTRACT*

*This research conducted to analyzed Lettice Clinic's patient satisfaction index at Tanjung Pinang. Lettice Clinic is a beauty clinic that gives treatment services contains pharmacy installation and beauty skin treatment and also beauty natural like eyelash extention, filler, brow tatoo, etc.*

*This reseach used mix method, first method using IPA (importance performance analysis) quantitative analysis conducted on 100 samples who visit Lettice Clinic and second method is conducted by interview to 3 Lettice Clinic's Informan. Data was collected by questionary and qualitative research manuscript.*

*The finding through mix method research are Quadrant I (main priority) consist of services attribute employee existing; fast, ontime and clear treatment; and problem solving. Quadrant II (achievement surviving) consist of service attribute physical facility, complaint handling, accuracy and in-depth explaining ability. Quadrant III (Low Priority) consist of service attribute employee readiness, client understanding ability and able to self-placement. Quadrant IV (Too Much) consist of service attribute employee appearance that too good look, too accurate information giving, too fast responses, accuracy command and client treatment. While in-depth interview result showed generally consistent with IPA analysis result.*



***Keywords: Service Attribute, Patient Satisfaction, Mix Method***



SEMARANG
FEB UNDIP