

ABSTRACT

This comparative study of domestic medical devices and foreign medical devices is intended to compare consumer satisfaction with the quality of the products they have used. This research is based on the dimensions of work (performance), features (features), conformance (conformance), durability (durability), service (serviceability). The data analysis technique used is descriptive quantitative data analysis method. This study uses an analysis of customer satisfaction index with Likert Scale measurement and importance performance analysis (IPA).

In this study, the research subjects were technicians, nurses and hospital management in hospitals that using domestic and foreign baby incubator products. Meanwhile, the object of this research is consumer satisfaction of domestic and foreign baby incubator. This study used 30 samples obtained by purposive sampling.

The result of this research obtained by the comparison between domestic and foreign customer satisfaction level and deep interview as the supporting data. The results of data analysis show that the quality of domestic baby incubator products has actually been able to compete with foreign baby incubator products, but there are several things that hinder the development of the baby incubator market in Indonesia, one of which is the stigma that the quality of local products cannot be compared with foreign product and also the selling price of local products which are still considered above foreign products. However, this does not rule out the possibility that in the next few years the Indonesian medical device market will be able to be controlled by local products.