

## ABSTRACT

*The Panembahan Senopati Hospital is committed in using Anjungan Pendaftaran Mandiri machine as an innovation in registration phase. This step has been taken by the Hospital to improve the service performance due to the long dissatisfactory history regarding registration phase. Furthermore, this research aims to analyze the public service performance in using Anjungan Pendaftaran Mandiri at Panembahan Senopati Hospital in 2018. Whether the service using registration machine is better than the manual registration method or not. This research used descriptive-explorative qualitative research aiming to describe phenomena or situation. This research explored and analyzed the events that occurred. The phenomena in this research was the service performance of the staff in serving the customers using registration machine. The results of this study were divided into five indicators, which are tangible, reliability, responsiveness, assurance, and empathy. From the interview done with customers, it was seen that most all of the indicators are satisfied compared the old method. Despite, there are still some problems that make customers feel less satisfied with the service.*

*Keywords: anjungan pendaftaran mandiri, public service, service performance*