

RINGKASAN

Skripsi ini berjudul: “Analisis Kualitas Pelayanan Pasien Rawat Jalan di Puskesmas Karangreja Kabupaten Purbalingga”. Latar belakang penelitian ini didasarkan pada harapan dan persepsi pasien tentang pelayanan di Puskesmas. Tujuan penelitian ini adalah untuk mendeskripsikan dan menganalisis tentang Kualitas Pelayanan Pasien Rawat Jalan di Puskesmas Karangreja Kabupaten Purbalingga. Tipe penelitian kualitatif deskriptif. Penentuan informan menggunakan teknik *purposive sampling*. Analisis Data menggunakan analisis interaktif.

Hasil penelitian dapat disimpulkan:

1. Aspek Ketampakan Fisik (*Tangibles*), Penampilan pegawai sudah seragam sesuai dengan peraturan bupati purbalingga No. 50 Tahun 2021. Kelengkapan sarana dan prasarana sudah cukup memadai, namun untuk permasalahan wastafel rusak, air sering mati, termometer eror mungkin perlu perbaharuan kedepannya.
2. Aspek Keandalan (*Reliability*), Tarif layanan di Puskesmas Karangreja berdasarkan peraturan bupati purbalingga No. 2 Tahun 2021. Akses informasi pelayanan di Puskesmas Karangreja ada dua macam yaitu secara langsung dan tidak langsung. Prosedur pelayanan belum tersosialisaikan dengan baik ke masyarakat.
3. Aspek Daya tanggap (*Responsiveness*), Pelayanan masih lamban karena petugas pendaftaran hanya 2 orang. Jika ada gangguan server dari SIMPUS/*Pcare* BPJS Kesehatan membuat antrian menumpuk.
4. Aspek Jaminan (*Assurance*), Petugas sudah berada tepat waktu sebelum pasien hadir, pelayanan dimulai sesuai dengan jadwal yang telah ditetapkan. Dokter menetapkan diagnosis penyakit berdasarkan keluhan dan kondisi pasien.
5. Aspek Empati (*Emphaty*), Petugas di Puskesmas Karangreja berusaha melayani pasien dengan sopan, ramah dan cekatan. Petugas tidak membedakan pasien umum maupun pasien BPJS Kesehatan, melayani pasien tanpa memandang status sosial dan asal usul pasien.

Implikasi dari penelitian ini dapat disimpulkan:

1. Untuk mencegah antrian menumpuk, sebaiknya Puskesmas Karangreja menggunakan pendaftaran online.
2. Perlu dilakukan studi banding untuk mengoptimalkan pelayanan di Puskesmas Karangreja.
3. Mencari kesempatan dengan cara meningkatkan pemasaran pelayanan yang ada di Puskesmas Karangreja melalui usaha menyebarkan *leaflet*, brosur dan media promosi lainnya dalam usaha mengoptimalkan pelayanan kepada masyarakat.

Kata Kunci : Analisis, Kualitas, Pelayanan di Puskesmas

SUMMARY

This thesis is entitled: "Analysis of Outpatient Service Quality at Karangreja Health Center, Purbalingga Regency". The background of this study is based on patient expectations and perceptions about services at puskesmas. The purpose of this study was to describe and analyze the Quality of Outpatient Services at the Karangreja Health Center, Purbalingga Regency. Descriptive qualitative type of research. Determination of informants using purposive sampling techniques. Data Analysis using interactive analytics.

The results of the study can be concluded:

- 1. Aspects of Physical Appearance (Tangibles), The appearance of employees is uniform in accordance with the regulations of the regent of Purbalingga No. 50 of 2021. The completeness of facilities and infrastructure is sufficient, but for the problem of damaged sinks, water often dies, the thermometer error may need to be updated in the future.*
- 2. Reliability Aspects, Service rates at the Karangreja Health Center based on purbalingga regent regulation No. 2 of 2021. There are two kinds of access to service information at the Karangreja Health Center, namely directly and indirectly. Service procedures have not been properly socialized to the community. Aspects of responsiveness (Responsiveness), service is still slow, the registration counter staff is limited, namely only 2 people.*
- 3. Responsiveness Aspect, Service is still slow because the registration officer is only 2 people. If there is a server disruption from SIMPUS/Pcare BPJS Kesehatan makes the queue pile up.*
- 4. Assurance Aspect, the Officer is on time before the patient is present, the service starts according to the established schedule. The doctor establishes the diagnosis of the disease based on the patient's complaints and condition.*
- 5. Empathy Aspect (Empathy), Officers at the Karangreja Health Center try to serve patients politely, friendly and dexterous. Officers do not discriminate between general patients and BPJS Kesehatan patients, serving patients regardless of social status and origin of patients.*

The implications of this study can be concluded:

- 1. To prevent queues from piling up, Karangreja Health Center should use online registration.*
- 2. It is necessary to carry out a comparative study to optimize services at the Karangreja Health Center.*
- 3. Look for opportunities by increasing the marketing of existing services at the Karangreja Health Center through efforts to distribute leaflets, brochures and other promotional media in an effort to optimize services to the community.*

Keywords : Analysis, Quality, Service at Puskesmas