

ABSTRAK

Tingkat Kepuasan Pasien Terhadap Jasa Pelayanan Rumah Sakit (Studi Kasus Pasien Rawat Inap RSUD Ahmad Yani Di Kota Metro)

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Tujuan dari penelitian ini adalah 1) mengukur tingkat kepuasan pasien terhadap kualitas pelayanan jasa RSUD Ahmad Yani di Kota Metro dalam lima dimensi SERVQUAL (bukti fisik, kehandalan, daya tanggap, jaminan dan empati), 2) menganalisis kebijakan prioritas perbaikan dari kualitas pelayanan jasa RSUD Ahmad Yani Kota Metro, serta 3) mengidentifikasi hubungan karakteristik pasien dengan penilaian kualitas pelayanan jasa RSUD Ahmad Yani Kota Metro. Metode penelitian yang digunakan adalah analisis uji beda, analisis tingkat kesesuaian kepuasan dengan kualitas pelayanan, serta *Importance-Performance Analysis*.

Kesimpulan yang diperoleh dari penelitian ini ialah berdasarkan uji beda, analisis kesesuaian kepuasan pasien, dan analisis kesenjangan kenyataan-harapan dari lima dimensi SERVQUAL, pasien puas terhadap kualitas pelayanan RSUD Ahmad Yani Kota Metro. Dimensi kualitas terbaik adalah empati dan terendah adalah daya tanggap. Analisis uji *Chi Square* memperlihatkan bahwa terdapat hubungan bermakna antara karakteristik responden kategori tingkat pendidikan, pekerjaan, faktor memilih jasa RSUD Ahmad Yani dan tipe ruang rawat inap dengan penilaian kualitas pelayanan jasa RSUD Ahmad Yani Kota Metro.

Kata Kunci: Pelayanan Publik, Kualitas Pelayanan, Kesehatan Masyarakat

ABSTRACT

Patient Satisfaction Level Of Hospital Service (Case Study Hospitalized Patient of Ahmad Yani Hospital in Metro City)

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The purpose of this research is 1) measuring the level of patient satisfaction on service quality of Ahmad Yani Hospital in Metro City in five dimensions SERVQUAL (tangibles, reliability, responsiveness, assurance and empathy); 2) to analyze policy improvement priority of service quality of RSUD Ahmad Yani Metro City, and 3) identify the correlation between characteristics of patient with assessment of service quality of RSUD Ahmad Yani Metro City. The research method used is different test analysis, compatibility analysis of satisfaction level with service quality, and Importance-Performance Analysis.

The conclusions obtained from this study based on different test analysis, satisfaction level with service quality analysis, and gap analysis between the expectation-reality from five dimensions of SERVQUAL is patient satisfied with the service quality of RSUD Ahmad Yani Metro City. The best quality dimension is empathy and lowest is the responsiveness. Analysis of Chi Square test shows there is correlation from respondent characteristic which is level of education, occupation, factor of choosing services of Ahmad Yani Hospital and type of hospitalized patient with assessment of service quality RSUD Ahmad Yani Metro City.

Keywords: Public Service, Quality of Service, Public Health