

## ABSTRAK

### **KUALITAS PELAYANAN BAGI PASIEN MISKIN PENGGUNA BPJS KESEHATAN DI RUMAH SAKIT UMUM DAERAH KOTAAGUNG (studi kasus di RSUD Kotaagung Tanggamus)**

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Penelitian ini bertujuan untuk mendeskripsikan dan mengidentifikasi kualitas pelayanan kesehatan dan apa saja faktor penghambat dalam memberikan kualitas pelayanan pada pasien miskin pengguna BPJS di Rumah Sakit Umum Daerah Kotaagung. Jenis penelitian yang digunakan adalah penelitian deskriptif kualitatif. Fokus penelitian ini yaitu kualitas pelayanan kesehatan bagi pasien miskin pengguna BPJS, meliputi *tangible*, *reliability*, *responsiviness*, *assurance*, *emphaty* dan faktor penghambat dalam memberikan kualitas pelayanan BPJS meliputi faktor internal dan faktor eksternal. pengumpulan data yang dilakukan dengan teknik penelitian di lapangan yang terdiri dari observasi dan wawancara. Narasumber ditentukan melalui teknik *purposive sampling*. Narasumber terdiri dari pihak petugas kesehatan (pemberi pelayanan) dan pihak masyarakat (pengguna BPJS). Adapun teknis analisis interaktif yang merupakan rangkaian dari proses pengumpulan data, reduksi data, penyajian data, menarik kesimpulan/verifikasi data.

Berdasarkan hasil penelitian, dapat diketahui bahwa kualitas pelayanan BPJS di Rumah Sakit Umum Daerah Kotaagung masih ada kekurangan dan belum optimal, diantaranya alat-alat medis, kedisiplinan pegawai, serta sarana dan prasarana yang belum ditingkatkan secara lebih optimal. Faktor penghambatnya yaitu kurang baiknya kondisi alat-alat medis, kurangnya kedisiplinan pegawai, perbedaan psiko-sosial antara tenaga medis dengan penduduk, kondisi geografis Rumah Sakit yang sulit dijangkau.

**Kata Kunci: Kualitas pelayanan, BPJS, Rumah Sakit**

## ABSTRACT

### **SERVICE QUALITY FOR POOR BPJS-HEALTH-INSURANCE PATIENTS AT KOTAAGUNG REGIONAL GENERAL HOSPITAL (case study at Kotaagung Regional General Hospital, Tanggamus)**

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This research aims to describe and identify health service quality and what are the inhibiting factors in providing the service quality to the poor BPJS-health-insurance patients at Kotaagung Regional General Hospital. The type of the research used is qualitative descriptive research. The focus of this research is health service quality for poor BPJS-health-insurance patients including *tangible, reliability, responsiveness, assurance, empathy* and the inhibiting factors in providing the BPJS service quality including internal and external factors. The data collection was conducted by using field research technique consisting of observation and interview. The interviewees were determined by purposive sampling technique. The interviewees consisted of health officers (service providers) and the society (BPJS users) as well as secondary data obtained from books, internet, and magazine in accordance with the research title namely Service Quality. The interactive analysis technique is a series of data collection process, data reduction, data presentation, conclusion drawing/data verification.

Based on the results of the research, it can be found that the service quality of BPJS at Kotaagung Regional General Hospital is not yet optimal and still has shortcomings such as medical instruments, employee's discipline, and facilities and infrastructure which have not been improved more optimally. The inhibiting factors are poor medical instruments, employee who are lack of discipline, psycho-social differences between medical personnel and the society, and the geographical condition of the hospital which is difficult to reach.

**Keywords: Service Quality, BPJS, Hospital**