

ABSTRAK

Pengaruh Dimensi Kualitas Pelayanan Terhadap Komitmen Kunjungan Ulang Pasien Di Poliklinik Telinga Hidung Tenggorok Bedah Kepala dan Leher (THT-KL) Di Rumah Sakit Umum Daerah dr. H. Abdul Moeloek Provinsi Lampung Saat Pandemi Covid-19 Tahun 2021

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Pelayanan kesehatan yang berkualitas kepada pasien merupakan cara untuk meningkatkan kunjungan ulang pasien ke poliklinik rumah sakit. Data kunjungan pasien poliklinik THT-KL RSUD dr. H. Abdul Moeloek menunjukkan penurunan dari periode Maret 2019 – Februari 2020 sebanyak 4635 kunjungan pasien ke periode Maret 2020 – Februari 2021 sebanyak 2163 kunjungan pasien. Penelitian ini bertujuan untuk mengetahui pengaruh dimensi kualitas pelayanan terhadap komitmen kunjungan ulang pasien di Poliklinik THT-KL di RSUDAM Provinsi Lampung saat pandemi Covid-19 tahun 2021. Jenis penelitian deskriptif analitik dengan pendekatan *cross sectional*. Penelitian dilaksanakan pada bulan Mei 2021 - Juni 2021. Sampel dipilih secara *purposif random sampling* sebanyak 143 subjek. Teknik pengumpulan data menggunakan kuesioner, pengolahan data dengan analisis regresi logistik.

Hasil penelitian menunjukkan pasien kunjungan ulang > 1 kali 106 orang (74,1%), *tangible* kategori baik 116 orang (81,1%), *empathy* kategori baik 113 orang (79,0), *reliability* kategori baik 124 orang (86,7%), *responsiveness* kategori baik 123 orang (86,0%), *assurance* kategori baik 129 orang (90,2%), kualitas pelayanan kategori baik 112 orang (78,3%). Dimensi *reliability* (Kuadran A) prioritas utama yaitu pertanyaan C4 (Penjelasan detil) dan C5 (Prosedur yang mudah), dimensi *tangible* memiliki gap tertinggi pada pertanyaan A2 (-0,4475) dan gap terendah pada pertanyaan A5 (-0.1749). Dimensi kualitas layanan yang paling berpengaruh adalah *empathy* (*p value* 0,001; OR 4,136)

Kata kunci : Dimensi kualitas pelayanan, Poliklinik THT-KL, Kunjungan ulang, Covid-19

ABSTRACT

The Influence of Service Quality Dimensions on Commitment to Repeat Patient Visits at the Ear Nose Throat Head and Neck Surgery (ENT-HN) Polyclinic at the Regional General Hospital *dr. H. Abdul Moeloek* Lampung Province During the 2021 Covid-19 Pandemic

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Quality health services to patients is a way to increase patient repeat visits to hospital polyclinics. Data on patient visits to the ENT-HN polyclinic at RSUD dr. H. Abdul Moeloek showed a decrease from the period March 2019 - February 2020 as many as 4635 patient visits to the period March 2020 – February 2021 as many as 2163 patient visits. This study aims to determine the effect of service quality dimensions on patient repeat visit commitments at the ENT-HN Polyclinic at RSUDAM Lampung Province during the COVID-19 pandemic in 2021. This type of research is descriptive analytic with a cross sectional approach. The study was conducted in May 2021 - June 2021. The sample was selected by purposive random sampling of 143 subjects. Data collection techniques using questionnaires, data processing with logistic regression analysis.

The results showed that repeat visits were > 1 time 106 people (74.1%), tangible good category 116 people (81.1%), empathy good category 113 people (79.0), reliability good category 124 people (86.7%), responsiveness in good category 123 people (86.0%), assurance in good category 129 people (90.2%), service quality in good category 112 people (78.3%). The main priority dimension of reliability (Quadrant A) is questions C4 (detailed explanation) and C5 (easy procedures), the tangible dimension has the highest gap in question A2 (-0.4475) and the lowest gap on question A5 (-0.1749). The most influential dimension of service quality is empathy (p value 0.001; OR 4.136)

Keywords: Dimensions of service quality, ENT-HN Polyclinic, Repeat visits, Covid-19