

ABSTRAK

OPTIMALISASI PELAYANAN PRIMA MELALUI SISTEM ANTREAN *ONLINE MOBILE* JKN DI RSUD PRINGSEWU

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Permasalahan pelayanan antrean *online Mobile* JKN di fasilitas kesehatan seperti penumpukan pasien, lambannya proses pelayanan kesehatan, terbatasnya akses pelayanan prima, waktu tunggu yang lama, *error* pada aplikasi, dan pelayanan oleh staf pendaftaran yang kurang baik mengindikasikan pemanfaatan antrean *online Mobile* JKN dalam menciptakan pelayanan yang prima diperlukan agar meningkatkan kualitas pelayanan yang memuaskan kepada pasien JKN-KIS di RSUD Pringsewu. Penelitian ini bertujuan untuk menganalisis pelayanan antrean *online Mobile* JKN dalam menciptakan optimalisasi pelayanan prima di RSUD Pringsewu. Penelitian ini dilakukan dengan menggunakan pendekatan kualitatif deskriptif. Analisis dilakukan dengan menggunakan teori pelayanan prima (Barata, 2003) yang terdiri dari 6 (enam) aspek, yaitu kemampuan (*ability*), sikap (*attitude*), penampilan (*appearance*), tindakan (*action*), dan tanggung jawab (*accountability*). Data penelitian diperoleh dari hasil pengumpulan data melalui wawancara, observasi, dan dokumentasi. Berdasarkan penelitian yang dilakukan maka diperoleh hasil bahwa pelayanan antrean *online Mobile* JKN dalam menciptakan optimalisasi pelayanan prima belum berjalan dengan cukup baik, sehingga terdapat beberapa catatan perbaikan. Diketahui bahwa terdapat 4 (empat) aspek yang memerlukan perbaikan, yaitu aspek kemampuan yang berkaitan dengan kendala komunikasi dengan masyarakat, aspek sikap pada staf administrasi yang kurang ramah dalam melayani pasien antrean *online*, aspek perhatian yang berkaitan dengan kekurangan penyelenggara dalam memfasilitasi laman kritik dan saran bagi pasien, serta aspek penampilan yang berkaitan dengan tampilan aplikasi dan fasilitas rumah sakit. Terdapat faktor pendukung pelayanan prima berupa kemudahan akses layanan dan komitmen pelayanan. Kemudian faktor penghambat berupa kurangnya sarana dan prasarana, sosialisasi dan edukasi, serta sumber daya manusia.

Kata Kunci: Pelayanan Publik, Pelayanan Prima, Pelayanan Antrean *Online Mobile* JKN

ABSTRACT

OPTIMIZING EXCELLENT SERVICE THROUGH MOBILE JKN ONLINE QUEUE SYSTEM AT PRINGSEWU REGIONAL HOSPITAL

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Mobile JKN online queue service problems in health facilities such as accumulation of patients, slow health service processes, limited access to excellent services, long waiting times, error on the application, and poor service by registration staff indicates use of the Mobile JKN online queuing system in creating excellent service is needed to improve the quality of satisfactory service to JKN-KIS patients at Pringsewu Regional Hospital. This research aims to analyze Mobile JKN online queuing service in creating optimal service excellence at Pringsewu Regional Hospital. This research was conducted using a descriptive qualitative approach. The analysis was carried out using excellent service theory (Barata, 2003) which consists of 6 (six) aspects, namely ability, attitude, appearance, action, and responsibility. Research data was obtained from the results of data collection through interviews, observation and documentation. Based on the research carried out, the results obtained were that Mobile JKN online queuing system in creating optimal service excellence has not gone well enough, so there are several notes for improvement. It is known that there are 4 (four) aspects that require improvement, namely the ability aspect related to communication barriers with the community, the attitude aspect of administrative staff who are less friendly in serving queue patients. online, attention aspects related to the organizer's shortcomings in facilitating criticism and suggestions pages for patients, as well as appearance aspects related to the appearance of the application and hospital facilities. There are supporting factors for excellent service in the form of easy access to services and service commitment. Then the inhibiting factors include lack of facilities and infrastructure, socialization and education, and human resources.

Keywords: Public Service, Excellent Service, Mobile JKN Online Queue Service