

ABSTRAK

STUDI KOMPARATIF KUALITAS PELAYANAN KESEHATAN PADA PUSKESMAS CAMPANG RAYA DAN PUSKESMAS GEDONG AIR

OLEH

PUTRI KATARINA

Puskesmas adalah unit pelayanan kesehatan yang paling penting bagi masyarakat, karena mereka harus siap memberikan pertolongan pertama kepada semua orang di wilayah kerjanya. Namun, hasil survei kepuasan masyarakat menunjukkan bahwa warga belum puas dengan pelayanan di Puskesmas Campang Raya dan Puskesmas Gedong Air. Ketidakpuasan ini disebabkan oleh perbedaan jumlah tenaga kesehatan, jumlah penduduk, dan jumlah pengunjung di kedua puskesmas. Untuk membuktikan perbedaan dalam kualitas pelayanan publik di kedua puskesmas, diperlukan penelitian lebih lanjut. Penelitian ini bertujuan untuk membandingkan kualitas pelayanan kesehatan di Puskesmas Campang Raya dan Puskesmas Gedong Air dengan menggunakan metode SERVQUAL yang dikembangkan oleh Parasuraman, Zeithaml, dan Berry (1990). Metode ini mencakup lima dimensi: *tangibles*, *reliability*, *responsiveness*, *assurance*, dan *empathy*. Penelitian ini merupakan studi komparatif dengan pendekatan kuantitatif dan mengumpulkan data melalui kuesioner dari 100 responden pasien rawat jalan, dengan masing-masing 50 responden dari kedua puskesmas. Hasil penelitian menunjukkan bahwa ada perbedaan signifikan dalam kualitas pelayanan kesehatan antara kedua puskesmas. Puskesmas Campang Raya unggul dalam dimensi *empathy* dan *assurance*, sementara Puskesmas Gedong Air lebih baik dalam dimensi *tangibles*. Uji t independent menunjukkan perbedaan signifikan dalam kualitas pelayanan antara kedua puskesmas ($\text{Sig. 2-tailed} = 0,003 < 0,10$). Temuan ini menunjukkan bahwa selain faktor teknis, aspek emosional seperti komunikasi dan sikap empatik juga sangat mempengaruhi persepsi pasien terhadap kualitas layanan. Oleh karena itu, penelitian ini merekomendasikan perbaikan berkelanjutan pada dimensi yang masih lemah di masing-masing puskesmas.

Kata Kunci: Kualitas Pelayanan Kesehatan, Puskesmas, Puskesmas Campang Raya, Puskesmas Gedong Air.

ABSTRACT

COMPARATIVE STUDY OF THE QUALITY OF HEALTH SERVICES AT CAMPANG RAYA COMMUNITY HEALTH CENTER AND GEDONG AIR COMMUNITY HEALTH CENTER

BY

PUTRI KATARINA

Community health centers are the most important health service units for the community, because they must be ready to provide first aid to everyone in their work area. However, the results of a community satisfaction survey showed that residents were not satisfied with the services at Campang Raya Community Health Center and Gedong Air Community Health Center. This dissatisfaction was caused by differences in the number of health workers, population, and number of visitors at both community health centers. To prove the differences in the quality of public services at both community health centers, further research is needed. This study aims to compare the quality of health services at Campang Raya Community Health Center and Gedong Air Community Health Center using the SERVQUAL method developed by Parasuraman, Zeithaml, and Berry (1990). This method includes five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. This study is a comparative study with a quantitative approach and collects data through questionnaires from 100 outpatient respondents, with 50 respondents each from both community health centers. The results of the study indicate that there are significant differences in the quality of health services between the two communities health centers. Campang Raya Health Center excels in the empathy and assurance dimensions, while Gedong Air Health Center is better in the tangibles dimension. The independent t-test showed a significant difference in service quality between the two health centers (Sig. 2-tailed = 0.003 < 0.10). This finding indicates that in addition to technical factors, emotional aspects such as communication and empathetic attitudes also greatly influence patient perceptions of service quality. Therefore, this study recommends continuous improvement in dimensions that are still weak in each health center.

Keywords: *Quality of Health Services, Health Centers, Campang Raya Health Center, Gedong Air Health Center.*