

EVALUASI KEPUASAN PASIEN TERHADAP PELAYANAN PENDAFTARAN RAWAT JALAN DI PUSKESMAS NGAGLIK II MENGUNAKAN PENDEKATAN *SERVQUAL*

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INTISARI

Latar Belakang : Pelayanan pendaftaran merupakan gerbang awal interaksi pasien dengan fasilitas kesehatan dan sangat menentukan kesan awal pasien terhadap mutu pelayanan. Pelayanan yang tidak efektif dapat menimbulkan keluhan, keterlambatan, bahkan ketidakpuasan pasien. Puskesmas Ngaglik II sebagai unit pelayanan tingkat pertama menghadapi kondisi di mana jumlah petugas terbatas dan kunjungan pasien cukup tinggi, terutama pada jam-jam sibuk. Oleh karena itu, diperlukan evaluasi terhadap kualitas pelayanan untuk nilai persepsi pasien menggunakan pendekatan *Servqual* yang mencakup dimensi : *Tangible, Reliability, Responsiveness, Assurance, dan Empathy*.

Tujuan Penelitian : Mengevaluasi kepuasan pasien terhadap pelayanan pendaftaran rawat jalan di Puskesmas Ngaglik II berdasarkan lima dimensi *Servqual* yaitu, *Tangible, Reliability, Responsiveness, Assurance, dan Empathy*.

Metode : Penelitian ini menggunakan pendekatan deskriptif dengan metode studi kasus. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi terhadap standar operasional prosedur (SOP)..

Hasil Penelitian : Secara umum pasien merasa puas terhadap pelayanan pendaftaran di Puskesmas Ngaglik II, dimensi *Tangible* dinilai cukup baik terkait kenyamanan ruang tunggu dan kebersihan. Pada dimensi *Reliability* dan *Responsiveness*, pelayanan di pendaftaran di anggap berjalan sesuai prosedur namun di temukan keterlambatan saat adanya aktifitas lapangan. Dimensi *Assurance* dan *Empathy* menunjukkan bahwa petugas telah memberikan pelayanan dengan sopan, ramah, serta tidak membedakan-beda pasien.

Kesimpulan : Pelayanan pendaftaran Rawat Jalan di Puskesmas Ngaglik II sudah memberikan pelayanan yang baik sesuai dengan harapan pasien pada sebagian besar aspek *Servqual*, meskipun masih ada beberapa hal kecil yang perlu diperbaiki agar pelayanan menjadi lebih maksimal.

Kata Kunci : Kepuasan Pasien, Pelayanan Pendaftaran, *Servqual*.

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EVALUATION OF PATIENT SATISFACTION WITH OUTPATIENT REGISTRATION SERVICES AT NGANGLIK II PUBLIC HEALTH CENTER USING THE *SERVQUAL* APPROACH

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ABSTRACT

Background : Registration services are the initial gateway for patients' interaction with healthcare facilities and significantly influence their first impression of service quality. Ineffective registration services may lead to complaints, delays, and dissatisfaction. Puskesmas Ngaglik II, as a primary healthcare provider, faces challenges such as limited staff and high patient volume during peak hours. Therefore, an evaluation of service quality is necessary based on patients' perceptions using the *SERVQUAL* approach, which consists of five dimensions: *Tangible, Reliability, Responsiveness, Assurance, and Empathy*.

Objective : The objective of this study is to evaluate patient satisfaction with outpatient registration services at Puskesmas Ngaglik II based on the five *SERVQUAL* dimensions.

Methods: This study employed a descriptive approach with a case study design. Data were collected through in-depth interviews, observations, and documentation related to standard operating procedures (SOPs).

Method : This research uses a descriptive approach with a case study method, data collection techniques include in-depth interviews, observation, and documentation of SOP.

Result : The results show that patients are generally satisfied with the registration service. The *Tangible* dimension was rated fairly well in terms of cleanliness and comfort of the waiting area. In the Reliability and Responsiveness dimensions, services were considered to follow procedures, although some delays were observed during outdoor activities. The Assurance and Empathy dimensions showed that staff provided polite, friendly, and non-discriminatory service.

Conclusion : The outpatient registration service at Puskesmas Ngaglik II has met most of the service quality indicators based on the *SERVQUAL* approach. However, several minor improvements are still needed to enhance service quality.

Keywords : Patient Satisfaction, Registration Services, Servqual.

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