

HUBUNGAN MUTU PELAYANAN RAWAT JALAN DENGAN MINAT KUNJUNGAN ULANG PASIEN DI PUSKESMAS KECAMATAN PANCORAN MAS TAHUN 2017

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Abstrak

Salah satu faktor yang mempengaruhi status kesehatan masyarakat adalah pelayanan kesehatan masyarakat yang diterima dari petugas kesehatan. Semakin meningkatnya tuntutan masyarakat akan kualitas pelayanan kesehatan, maka fungsi pelayanan perlu ditingkatkan. Minat konsumen memakai jasa dari pemberi jasa yang sama sangat dipengaruhi oleh pengalaman terhadap pelayanan yang diberikan sebelumnya. Jika jasa yang dialami memenuhi atau melebihi harapan, maka akan dinilai baik dan memuaskan sehingga mereka berminat menggunakan jasa itu kembali. Penelitian bertujuan untuk mengetahui hubungan mutu pelayanan rawat jalan terhadap minat kunjungan ulang pasien di Puskesmas Kecamatan Pancoran Mas. Penelitian ini merupakan penelitian kuantitatif dengan metode *cross sectional*. Pengambilan sampel menggunakan teknik *purposive sampling*. Sampel sebanyak 109 orang. Data dianalisis secara univariat dan bivariat. Hasil penelitian menunjukkan sebanyak 74,3% pasien berminat untuk melakukan kunjungan ulang dan terdapat hubungan antara variabel kehandalan ($Pvalue = 0,000$), daya tanggap ($Pvalue = 0,000$), jaminan ($Pvalue = 0,000$), empati ($Pvalue = 0,000$) dan bukti fisik ($Pvalue = 0,000$) dengan minat kunjungan ulang pasien di Puskesmas Kecamatan Pancoran Mas. Saran dari penelitian untuk Puskesmas Kecamatan Pancoran Mas yaitu terus meningkatkan kehandalan, daya tanggap, jaminan, empati dan bukti fisik pelayanan yang ada guna meningkatkan penilaian baik pasien tentang mutu pelayanan sehingga meningkatkan minat kunjungan ulang pasien rawat jalan.

Kata Kunci : Mutu pelayanan, rawat jalan, minat kunjungan ulang

THE RELATION OF QUALITY SERVICE WITH REPURCHASE INTENTION OF PATIENT AT PANCORAN MAS HEALTH DISTRICT CENTER IN 2017

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Abstract

One of the factors affecting public health status is public health service received from health workers. The increasing public demand for the quality of health services, the service function needs to be improved. Consumer's interest in using the services of the same service provider is strongly influenced by the experience of the services previously provided. If the services experienced meet or exceed expectations, it will be considered good and satisfactory so they are interested in using the service again. The aim of this research is to know the relation of quality of outpatient service to the interest of patient visit at Pancoran Mas District Health Center. This research is a quantitative research with cross sectional method. Sampling using purposive sampling technique. Sample as many as 109 people. Data were analyzed univariat and bivariate. The results showed that 74.3% of patients were interested in repeat visits and there was a relationship between the reliability variables (Pvalue = 0,000), responsiveness (Pvalue = 0,000), assurance (Pvalue = 0,000), empathy (Pvalue = 0,000) and physical evidence (Pvalue = 0,000) with the interest of the patient's re-visit at the Pancoran Mas District Health Center. Suggestions from the research for Pancoran Mas District Health Center are continuously improving the reliability, responsiveness, assurance, empathy and physical evidence of existing services in order to improve the patient's good judgment about the quality of service so as to increase the interest of the outpatient visit.

Keywords: Quality of service, outpatient, repurchase intention