

HUBUNGAN MUTU PELAYANAN TERHADAP MINAT KUNJUNGAN ULANG PASIEN PADA POLI UMUM DI PUSKESMAS RAWA BUNTU TAHUN 2021

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Abstrak

Kualitas pelayanan merupakan kunci memasuki kesehatan global yang didasari kualitas dari pelayanan tingkat lokal. Masyarakat akan mencari fasilitas kesehatan yang mampu memberikan pelayanan yang tepat dan sesuai dengan kebutuhan. Mutu pelayanan merupakan salah satu faktor pertimbangan dalam memilih fasilitas kesehatan termasuk Puskesmas. Poli umum sebagai unit layanan dengan jumlah kunjungan terbanyak di puskesmas mencerminkan kualitas pelayanan yang terdapat pada puskesmas. Pelayanan yang berkualitas baik akan memotivasi pasien untuk berminat melakukan kunjungan ulang. Penelitian ini bertujuan untuk mengetahui hubungan mutu pelayanan terhadap minat kunjungan ulang pasien pada poli umum di Puskesmas Rawa Buntu. Penelitian kuantitatif dengan desain studi *cross sectional*. Metode pengambilan sampel adalah teknik *non probability sampling* menggunakan *accidental sampling*. Sampel yang digunakan sebanyak 235 orang. Penelitian menggunakan uji *chi-square* didapatkan bahwa terdapat hubungan antara mutu pelayanan fasilitas (*tangibles*) $p\text{-value}=0,000$; kehandalan (*reliability*) $p\text{-value}=0,000$; daya tanggap (*responsiveness*) $p\text{-value}=0,000$; jaminan (*assurance*) $p\text{-value}=0,000$; dan empati (*empathy*) $p\text{-value}=0,000$ terhadap minat kunjungan ulang pasien. Saran bagi puskesmas untuk meningkatkan mutu pelayanan poli umum sehingga meningkatkan minat kunjungan ulang pasien ke Puskesmas Rawa Buntu.

Kata Kunci: Mutu Pelayanan, Minat Kunjungan Ulang, Poli Umum

THE RELATIONSHIP OF SERVICE QUALITY WITH INTEREST OF PATIENTS REVISITS IN GENERAL POLY AT RAWA BUNTU PUBLIC HEALTH CENTER 2021

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Abstract

Service quality is the key to entering global health based on the quality of local level services. People seek and utilize health facilities that are can provide appropriate services and according to their needs. Service quality is one of the factors considered in choosing health facilities, including Public Health Center. The general poly as a service unit with the highest number of visits at the Public Health Center reflects the quality of services. Good quality services will motivate patients to be interested in repeat visits. This research aims to determine the relationship between service quality and interest of patients revisits in the general poly at Rawa Buntu Public Health Center. Quantitative research with a cross-sectional study design and sampling method is a non-probability sampling technique using accidental sampling. The samples used were 235 people. The research using chi-square test showed that there was a relationship between the quality of services tangibles (p-value=0,000); reliability (p-value=0,000); responsiveness (p-value=0,000); assurance (p-value=0,000); and empathy (p-value=0,000) with the interest of patient revisits. Suggestions for the public health center to improve the quality of general poly services to increase the interest of patient revisits at Rawa Buntu Public Health Center.

Keywords: Service Quality, Interest of Patients Revisits, General Poly