

PERBEDAAN PERSEPSI KUALITAS PELAYANAN PASIEN RAWAT JALAN BERDASARKAN METODE PEMBAYARAN DI RSIA BUDHI JAYA

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Abstrak

Studi terdahulu menyebutkan bahwa terdapat perbedaan kualitas pelayanan antarpasien yang menggunakan metode pembayaran yang berbeda. Tujuan penelitian ini yaitu untuk mengetahui perbedaan persepsi pasien rawat jalan RSIA Budhi Jaya terhadap kualitas pelayanan berdasarkan metode pembayaran yang digunakan. Penelitian ini menggunakan desain analitik kuantitatif dengan pendekatan *cross sectional*. Populasi dalam penelitian ini adalah pasien yang berkunjung ke RSIA Budhi Jaya. Jumlah sampel dalam penelitian ini sebanyak 92 responden yang diambil dengan menggunakan teknik *purposive sampling*. Uji statistik yang digunakan adalah uji Kruskal Wallis dan Mann Whitney. Hasil penelitian menunjukkan bahwa terdapat perbedaan persepsi kualitas pelayanan dimensi efisiensi ($Pvalue=0,014$) dan keamanan ($Pvalue = 0,013$) secara bermakna pada pasien *fee for service*, JKN, dan asuransi swasta. Pasien *fee for service* dan JKN memiliki perbedaan secara signifikan pada dimensi efisiensi ($Pvalue =0,005$). Pasien *fee for service* dan JKN memiliki perbedaan secara signifikan pada dimensi keamanan ($Pvalue =0,003$). Tidak terdapat perbedaan persepsi kualitas pelayanan dimensi efektivitas ($Pvalue =0,148$), akseptabel ($Pvalue =0,126$), keterjangkauan ($Pvalue = 0,106$) dan keadilan ($Pvalue =0,120$) secara bermakna pada pasien *fee for service*, JKN, dan asuransi swasta. Diharapkan RSIA Budhi Jaya dapat mengevaluasi kembali efisiensi pelayanan khususnya masalah keterlambatan pemeriksaan dan dapat meningkatkan kebersihan toilet poliklinik agar selalu bersih dan tidak licin.

Kata Kunci: Kualitas Pelayanan, Metode Pembayaran, *Fee for Service*, JKN, Asuransi Swasta

THE DIFFERENCES OF OUTPATIENTS' QUALITY SERVICE PERCEPTIONS BASED ON PAYMENT METHODS IN BUDHI JAYA MATERNAL AND CHILD HOSPITAL

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Abstract

Previous studies stated that there were differences in the service quality among patients who used different payment methods. The aim of this study is to determine differences of outpatients' service quality perceptions in RSIA Budhi Jaya based on the payment method used. This study used quantitative analytic design with cross sectional approach. The population in this study were patients who visited RSIA Budhi Jaya. The sample in this study were 92 respondents taken by purposive sampling technique. The statistical test used in this study was the Kruskal Wallis and Mann Whitney test. The results showed that there were differences service quality perceptions in efficiency dimension (Pvalue = 0.014) and security dimension (Pvalue= 0.013) in fee for service, JKN, and private insurance patients. Fee for service and JKN patients had significant difference in the efficiency dimension (Pvalue= 0.005). Fee for service and JKN patients had significant difference in security dimension (Pvalue= 0.003). There were no significantly differences service quality perceptions in effectiveness dimension (Pvalue= 0.148), acceptability dimension (Pvalue= 0.126), affordability dimension (Pvalue= 0.106) and fairness dimension (Pvalue= 0.120) in fee for service patients, JKN, and private insurance. It is expected RSIA Budhi Jaya could be re-evaluate their service efficiency, especially in examination delay and improve the cleanliness of polyclinic toilets to always clean and not slippery.

Keywords: Service Quality, Payment Methods, Fee For Service, JKN, Private Insurance