

ANALISIS KUALITAS PELAYANAN RAWAT JALAN DENGAN METODE *SERVICE QUALITY*, *CUSTOMER SATISFACTION INDEX* DAN *IMPORTANCE PERFORMANCE ANALYSIS* (STUDI KASUS: RSIA GRHA BUNDA)

Ichsan Hidayat Gandanegara

ABSTRAK

Kepuasan pasien merupakan indikator penting dalam menilai kualitas pelayanan kesehatan. RSIA Grha Bunda Bandung sebagai rumah sakit khusus ibu dan anak mengalami penurunan jumlah kunjungan rawat jalan pada periode 2021–2024, sehingga diperlukan evaluasi kualitas pelayanan untuk meningkatkan kepercayaan pasien. Penelitian ini bertujuan menganalisis kualitas pelayanan rawat jalan menggunakan metode *Service Quality* (SERVQUAL), mengukur tingkat kepuasan pasien melalui *Customer Satisfaction Index* (CSI), serta menentukan atribut prioritas perbaikan dengan *Importance Performance Analysis* (IPA). Selanjutnya, strategi peningkatan pelayanan dirumuskan menggunakan pendekatan *Business Model Canvas* (BMC). Hasil penelitian menunjukkan nilai CSI sebesar 87% yang termasuk kategori puas, namun belum memenuhi standar minimal kepuasan rumah sakit lebih dari 90% sesuai ketentuan Kementerian Kesehatan. Analisis kesesuaian terhadap 21 atribut pelayanan memperoleh rata-rata 93,8%. Berdasarkan metode IPA, terdapat sejumlah atribut yang perlu ditingkatkan untuk mencapai standar pelayanan minimal. Strategi perbaikan yang disusun melalui *Business Model Canvas* diharapkan dapat membantu manajemen rumah sakit dalam meningkatkan mutu pelayanan rawat jalan serta mencapai tingkat kepuasan pasien yang optimal.

Kata Kunci: Kepuasan Pasien, *SERVQUAL*, *Customer Satisfaction Index*, *Importance Performance Analysis*, *Business Model Canvas*

ANALYSIS OF OUTPATIENT SERVICE QUALITY USING THE SERVICE QUALITY, CUSTOMER SATISFACTION INDEX, AND IMPORTANCE PERFORMANCE ANALYSIS METHODS (CASE STUDY: RSIA GRHA BUNDA)

Ichsan Hidayat Gandanegara

ABSTRACT

Patient satisfaction is an important indicator in assessing the quality of healthcare services. RSIA Grha Bunda Bandung, a hospital specializing in maternal and child care, experienced a decline in outpatient visits during the 2021–2024 period, thus requiring an evaluation of service quality to strengthen patient trust. This study aims to analyze outpatient service quality using the Service Quality (SERVQUAL) method, measure patient satisfaction levels through the Customer Satisfaction Index (CSI), and identify priority attributes for improvement with the Importance Performance Analysis (IPA). Furthermore, service improvement strategies are formulated using the Business Model Canvas (BMC) approach. The results show a CSI score of 87%, categorized as satisfied, but still below the minimum hospital satisfaction standard of more than 90% as regulated by the Ministry of Health. The conformity analysis of 21 service attributes obtained an average of 93.8%. Based on the IPA method, several attributes need to be improved to meet the minimum service standards. The improvement strategies formulated through the Business Model Canvas (BMC) are expected to assist hospital management in enhancing the quality of outpatient services and achieving optimal patientsatisfaction.

Keywords: *Patient Satisfaction, SERVQUAL, Customer Satisfaction Index, Importance Performance Analysis, Business Model Canvas*