

HUBUNGAN KUALITAS PELAYANAN DENGAN KEPUASAN PESERTA BPJS DALAM PELAYANAN FASILITAS PERTAMA DI PUSKESMAS CIPEDES KOTA TASIKMALAYA

Muhammad Iqbal Tawakal ¹⁾

Anto Purwanto dan Iseu Siti Aisyah ²⁾

Mahasiswa Fakultas Ilmu Kesehatan Peminatan Administrasi dan
Kebijakan Kesehatan ¹⁾

Dosen di Fakultas Kesehatan ²⁾

Universitas Siliwangi

ABSTRAK

Puskesmas merupakan fasilitas kesehatan yang memberikan pelayanan kesehatan kepada masyarakat. Dalam memberikan pelayanan kesehatan tentunya petugas puskesmas harus memperhatikan kualitas pelayanan sehingga penerima pelayanan dari petugas puskesmas merasa puas terhadap pelayan yang diberikan oleh petugas puskesmas. Puskesmas Cipedes merupakan salah satu puskesmas yang berada di Kota Tasikmalaya yang mempunyai angka kunjungan cukup tinggi. Angka kunjungan pada tahun 2018 sebanyak 23.010 orang. Berdasarkan survei kepada pasien sebanyak 20 orang, didapatkan hasil bahwa merasakan kualitas pelayanan kurang baik, lebih dari setengah responden merasa tidak puas dengan pelayanan yang diterima. Tujuan penelitian ini adalah untuk mengetahui hubungan kualitas pelayanan dengan kepuasan peserta BPJS dalam pelayanan Fasilitas Pertama di Puskesmas Cipedes Kota Tasikmalaya. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan *cross sectional*. Teknik sampling menggunakan *accidental sampling* dengan jumlah sampel sebanyak 100 orang. Hasil penelitian menunjukkan bahwa bahwa daya tanggap, jaminan, kehandalan, bukti langsung dan perhatian pelayanan berhubungan dengan kepuasan peserta BPJS dalam pelayanan Fasilitas Pertama di Puskesmas Cipedes dengan *p value* 0,000 – 0,012 dengan nilai OR 4,266 – 18,818. Diharapkan Puskesmas Cipedes dapat meningkatkan lagi kualitas pelayanan sehingga dapat memberikan kepuasan pelayanan khususnya terhadap peserta BPJS. Untuk penelitian selanjutnya dapat menambahkan variabel kualitas produk, harga, situasi dan personal serta dicari faktor determinannya dari variabel-variabel yang mempengaruhi kepuasan pasien dalam pelayanan Fasilitas Pertama di Puskesmas.

**Kata Kunci : Kualitas pelayanan, Kepuasan
Kepustakaan : 2005 - 2017**

RELATIONSHIP QUALITY OF SERVICE WITH SATISFACTION OF BPJS IN THE FIRST FACILITY SERVICE IN CIPEDES PUBLIC HEALTH CENTER TASIKMALAYA CITY

Muhammad Iqbal Tawakal ¹⁾
Anto Purwanto²⁾ and Iseu Siti Aisyah ²⁾
Students of the Faculty of Public Health
Specialization in Health Policy Administration ¹⁾
Lecturer at the Faculty of Health ²⁾
Siliwangi University

ABSTRACT

Public Health Center is a health facility that provides health services to the community. In providing health services, Public Health Center officers must pay attention to the quality of services so that recipients of services from Public Health Center staff are satisfied with the service provided by Public Health Center officers. Public Health Center Cipedes is one of the health centers in the City of Tasikmalaya which has a high number of visits. The number of visits in 2018 was 23,010 people. Based on a survey of as many as 20 patients, the results show that the patients feel the quality of service is less good, more than half of respondents felt dissatisfied with the service received. The purpose of this study was to determine the relationship between the quality of service and the satisfaction of BPJS assistance in the service of the First Facility at Public Health Center Cipedes in Tasikmalaya City. The research method used is quantitative with cross sectional approach. The sampling technique uses accidental sampling with a total sample of 100 people. The results showed that responsiveness, assurance, tangible, empathy and reability are related to BPJS participant satisfaction in the service of the First Facility at the Public Health Center Cipedes with a p value of 0,000 - 0.012 with an OR value of 4.266 - 18.818. It is expected that the Public Health Center Cipedes can further improve the quality of services so that it can provide service satisfaction especially for BPJS participants. To be further investigated, other factors that influence patient satisfaction is quality product, price, situation and personal and the determinant factors are sought from the variables that influence patient satisfaction in the service of the First Facility at the Public Health Center.

Keywords: Service quality, Satisfaction

Literature: 2005 - 2017