

ABSTRAK

RINDA ARIVA APRILIYANTI, NPM:2022379, JUDUL “PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PASIEN DI UPT PUSKESMAS BANJANG KABUPATEN HULU SUNGAI UTARA” dibawah bimbingan **Ibu Siti Raudah S.Sos., M.AP., CHCM, CELM** sebagai pembimbing I dan **Bapak M. Ridha Anshari, S.Sos, M.AP** sebagai pembimbing II.

Kualitas pelayanan merupakan hal penting dalam pelayanan publik. Pada UPT Puskesmas Banjang Kabupaten Hulu Sungai Utara, masih ada fenomena masalah yang ditemukan oleh peneliti yaitu kurangnya minat pengunjung untuk berobat kembali ke Puskesmas Banjang dan Puskesmas Banjang hanya memiliki satu petugas cleaning service untuk membersihkan ruangan serta kurangnya fasilitas bermain anak-anak. Tujuan penelitian adalah untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan pasien pada UPT Puskesmas Banjang Kabupaten Hulu Sungai Utara.

Penelitian ini menggunakan pendekatan penelitian kuantitatif. Teknik pengumpulan data yaitu kuesioner, observasi, dan dokumentasi. Populasi dalam penelitian ini adalah pegawai UPT Puskesmas Banjang berjumlah 67 orang dan data pasien selama 3 bulan terakhir yaitu Juli, Agustus, September berjumlah 9.700 orang dengan total populasi 9.767 orang. Sampel penelitian sebanyak 99 orang responden.

Hasil penelitian menunjukkan bahwa kualitas pelayanan variabel (X) berpengaruh secara signifikan terhadap kepuasan pasien variabel (Y) di UPT Puskesmas Banjang sebesar 77,9% dan sisanya 22,1% dipengaruhi oleh faktor lain yang tidak dimasukkan dalam variabel penelitian. Hasil korelasi sebesar 0,882 yang menyatakan bahwa antara variabel kualitas pelayanan (X) dengan variabel kepuasan pasien (Y) mempunyai hubungan yang sangat kuat. Hasil koefisien regresi linier sederhana $Y = -6,314 + 0,432 X$. Nilai konstanta -6,314 menyatakan bahwa Pengaruh Kualitas Pelayanan (X) 0, maka Kepuasan Pasien (Y) -6,314. Nilai 0,432 pada koefisien regresi variabel bebas (X) menggambarkan bahwa setiap kenaikan satu-satuan variabel Pengaruh Kualitas Pelayanan akan menyebabkan Kepuasan Pasien (Y) sebesar 0,432. Hasil uji T diketahui nilai t hitung variabel kualitas pelayanan sebesar 18,475, hal ini menunjukkan bahwa t hitung lebih besar dari t tabel ($18,475 > 1,984$) artinya variabel kualitas pelayanan berpengaruh nyata terhadap kepuasan pasien. Hasil uji F diketahui nilai f hitung $342,326 > f$ tabel 3,939 dengan tingkat signifikansi 0,000 atau $< 0,05$ artinya kualitas pelayanan berpengaruh secara signifikan terhadap kepuasan pasien pada UPT Puskesmas Banjang Kabupaten Hulu Sungai Utara.

Untuk meningkatkan kualitas pelayanan di UPT Puskesmas Banjang Kabupaten Hulu Sungai Utara, diharapkan kepada pegawai puskesmas untuk meningkatkan kualitas pelayanan UPT Puskesmas Banjang seperti menambahkan sarana dan prasarana layanan serta fasilitas bermain anak-anak, sehingga dapat meningkatkan kepuasan pasien dan mencapai tujuan bersama UPT Puskesmas Banjang. Untuk penelitian selanjutnya dikarenakan hasil uji koefisien determinasi sebesar 0,779 atau 77,9%, maka penelitian lebih lanjut agar dapat memasukkan variabel-variabel lain yang tidak diteliti pada penelitian ini.

ABSTRACT

RINDA ARIVA APRILIYANTI, NPM:2022379, TITLE "THE EFFECT OF SERVICE QUALITY ON PATIENT SATISFACTION AT UPT PUSKESMAS BANJANG KABUPATEN, HULU SUNGAI UTARA" under the guidance of **Mrs. Siti Raudah S.Sos., M.AP., CHCM, CELM** as supervisor I and **Mr. M. Ridha Anshari, S.Sos, M.AP** as supervisor II.

Service quality is important in public service. At the UPT Banjar Health Center, North Hulu Sungai Regency, there is still a problem phenomenon found by researchers, namely the lack of interest in visitors to return to the Banjar Health Center and the Banjar Health Center only has one cleaning service officer to clean the room and the lack of children's play facilities. The purpose of the study was to determine the influence of service quality on patient satisfaction at the Banjar Health Center UPT, North Hulu Sungai Regency.

This study uses a quantitative research approach. Data collection techniques are questionnaires, observations, and documentation. The population in this study is 67 employees of the Banjar Health Center and patient data for the last 3 months, namely July, August, and September, amounting to 9,700 people with a total population of 9,767 people. The research sample was 99 respondents.

The results showed that the quality of service variable (X) had a significant effect on patient satisfaction of the variable (Y) at the Banjar Health Center UPT by 77.9% and the remaining 22.1% was influenced by other factors that were not included in the study variables. The correlation result was 0.882 which stated that the service quality variable (X) and the patient satisfaction variable (Y) had a very strong relationship. The result of the simple linear regression coefficient $Y = -6.314 + 0.432 X$. The value of the constant -6.314 states that the Effect of Service Quality (X) is 0, then Patient Satisfaction (Y) -6.314. A value of 0.432 on the regression coefficient of the independent variable (X) illustrates that every single increase in the Influence of Service Quality variable will cause Patient Satisfaction (Y) of 0.432. The results of the T test were found to be a t-value of the service quality variable of 18,475, this shows that t is greater than the t table ($18,475 > 1,984$) meaning that the service quality variable has a real effect on patient satisfaction. The results of the F test are known to have a f-value of $342.326 > f \text{ table } 3.939$ with a significance level of 0.000 or < 0.05 , meaning that the quality of service has a significant effect on patient satisfaction at the UPT Puskesmas Banjar, North Hulu Sungai Regency.

To improve the quality of service at the Banjar Health Center UPT North Hulu Sungai Regency, it is expected that the health center employees will improve the quality of services at the Banjar Health Center UPT such as adding service facilities and infrastructure as well as children's play facilities, so that they can increase patient satisfaction and achieve the common goals of the Banjar Health Center UPT. For the next study, due to the test results of the determination coefficient of 0.779 or 77.9%, further research is needed to include other variables that were not studied in this study.