

ABSTRAK

MUHAMMAD NIKO, NPM 20.22.197: "KUALITAS PELAYANAN PENDAFTARAN ONLINE DI UPT PUSKESMAS BANJANG KECAMATAN BANJANG KABUPATEN HULU SUNGAI UTARA." Di bawah bimbingan **Drs. H. Arpandi, M.A.P.** selaku Dosen Pembimbing I dan **Anna Maryati, S.Sos., M.A.P.** selaku Dosen Pembimbing II.

Kualitas pelayanan publik di bidang kesehatan merupakan salah satu aspek mendasar dalam memenuhi kebutuhan masyarakat, salah satunya melalui digitalisasi sistem pendaftaran online. Dalam pelaksanaannya di UPT Puskesmas Banjang Kabupaten Hulu Sungai Utara, masih ditemukan beberapa kondisi yang perlu diperhatikan, antara lain adanya kesenjangan digital, tingginya populasi lansia yang kesulitan mengakses aplikasi, keterbatasan literasi teknologi, gangguan koneksi jaringan internet, serta kendala teknis pada sistem pendaftaran online. Penelitian ini bertujuan untuk mengetahui kualitas pelayanan pendaftaran online berbasis digital serta faktor-faktor yang memengaruhinya pada UPT Puskesmas Banjang Kabupaten Hulu Sungai Utara.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif. Dengan 12 informan, data diperoleh melalui observasi, wawancara, dan dokumentasi, kemudian dianalisis melalui reduksi data, penyajian data, dan penarikan kesimpulan dengan uji keabsahan data menggunakan triangulasi.

Hasil penelitian menunjukkan bahwa kualitas pelayanan pendaftaran online berbasis digital pada UPT Puskesmas Banjang secara umum berada pada kategori cukup baik, namun pelaksanaannya belum sepenuhnya optimal dan merata. Kondisi tersebut ditunjukkan melalui lima dimensi kualitas pelayanan, yaitu *tangibles*, *reliability*, *responsiveness*, *assurance*, dan *empathy*. Dimensi *tangibles* dan *reliability* masih belum optimal, terutama terkait tampilan aplikasi yang kurang ramah bagi masyarakat lansia, kerumitan menu, serta gangguan teknis berupa fluktuasi jaringan, *server down*, dan *delay update* data operasional. Sementara itu, dimensi *responsiveness*, *assurance*, dan *empathy* telah terlaksana dengan baik melalui ketanggapan petugas loket dalam pelayanan, terjaminnya keamanan data pasien, serta sikap ramah dan perhatian petugas dalam membantu masyarakat yang mengalami kendala teknis maupun literasi digital. Faktor pendukung meliputi adanya regulasi digitalisasi, komitmen pimpinan dan petugas yang responsif, terintegrasinya sistem dengan data NIK dan BPJS Kesehatan, serta ketersediaan perangkat komputer di puskesmas. Adapun faktor penghambat meliputi rendahnya literasi digital masyarakat, terbatasnya kepemilikan smartphone, ketidakstabilan jaringan, dan gangguan teknis berkala pada server pusat. Dengan demikian, kualitas pelayanan pendaftaran online secara umum telah berjalan cukup baik, namun masih perlu ditingkatkan terutama pada aksesibilitas bagi lansia, keandalan sistem jaringan, dan penyederhanaan media sosialisasi.

Saran yang dapat diberikan yaitu UPT Puskesmas Banjang perlu menyediakan desk pendampingan digital/pojok mandiri, menyederhanakan media sosialisasi visual, meningkatkan stabilitas jaringan, serta memperkuat koordinasi lintas sektor bersama pemerintah desa guna meningkatkan kualitas pelayanan.

ABSTRACT

MUHAMMAD NIKO, NPM 20.22.197: "QUALITY OF ONLINE REGISTRATION SERVICES AT UPT PUSKESMAS BANJANG, BANJANG SUB-DISTRICT, HULU SUNGAI UTARA REGENCY." Supervised by Drs. H. Arpandi, M.A.P. as Primary Advisor and Anna Maryati, S.Sos., M.A.P. as Secondary Advisor.

The quality of public services in the healthcare sector is a fundamental aspect of meeting community needs, one of which is through the digitalization of the online registration system. In its implementation at UPT Puskesmas Banjang, Hulu Sungai Utara Regency, several issues remain that require attention, including the digital divide, a high elderly population struggling to access the application, limited technological literacy, internet network connection issues, and technical constraints within the online registration system. This study aims to determine the quality of digital-based online registration services and the factors influencing them at UPT Puskesmas Banjang, Hulu Sungai Utara Regency.

This study uses a qualitative approach with a descriptive type. Involving 12 informants, data were obtained through observation, interviews, and documentation, then analyzed through data reduction, data display, and conclusion drawing, with data validity tested using triangulation.

The results show that the quality of digital-based online registration services at UPT Puskesmas Banjang is generally in the fairly good category, although its implementation is not yet fully optimal or evenly distributed. This condition is reflected across five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. The tangibles and reliability dimensions remain sub-optimal, particularly regarding application interfaces that are less elderly-friendly, menu complexity, and technical disruptions such as network fluctuations, server downtime, and delays in operational data updates. Conversely, the responsiveness, assurance, and empathy dimensions have been well implemented through the promptness of counter staff, guaranteed patient data security, and the friendly, attentive attitude of staff in assisting citizens facing technical or digital literacy hurdles. Supporting factors include digitalization regulations, the commitment of responsive leadership and staff, system integration with NIK and BPJS Kesehatan data, and the availability of computer facilities at the health center. Meanwhile, inhibiting factors include low public digital literacy, limited smartphone ownership, unstable internet networks, and periodic technical glitches on central servers. Thus, while online registration services generally run fairly well, improvements are still needed in elderly accessibility, network system reliability, and the simplification of socialization media.

Recommendations provided suggest that UPT Puskesmas Banjang establish a digital assistance desk/self-service corner, simplify visual socialization media, improve network stability, and strengthen cross-sector coordination with village governments to enhance overall service quality.