

## ABSTRAK

Latar Belakang : Persepsi merupakan proses seseorang dalam mengetahui beberapa hal melalui panca inderanya. Persepsi tidak terlihat ada karena terjadi di luar kesadaran, tetapi persepsi bergantung pada fungsi kompleks sistem saraf. Fasilitas pelayanan kesehatan, pada masa COVID-19 ini menjadi sesuatu yang mengerikan bagi masyarakat, dimana masyarakat yang skait takut untuk datang ke pelayanan kesehatan karena kekhawatiran di diagnose positif COVID19, apakah pelayanan kesehatan selama COVID-19 meningkatatau menurun. Tujuan : menganalisis kualitas pelayanan kesehatan terhadap persepsi masyarakat di Rumah Sakit Umum Tanjung Balai pada Masa Pandemi Covid-19. Metode : Jenis penelitian ini adalah penelitian analitik observasional. Lokasi penelitiannya di Rumah Sakit Umum Tanjung Balai yang dilaksanakan pada bulan November 2022. Hasil : Paling banyak responden dalam kategori usia 45-54 tahun (32,2%). Berdasarkan jenis kelamin paling banuak adalah perempuan sebanyak 208 orang (77%). Berdasarkan pekerjaan paling banyak dalam kategori PNS sebanyak 105 orang (38,9%). Berdasarkan pendidikan paling banyak S1 sebanyak 63 orang (23,3%). Persepsi masyarakat terhadap kualitas RSUD Tanjung Balai paling banyak dalam kategori baik sebanyak 144 orang (53,3%) dan yang menyatakan kurang baik sebanyak 126 orang (46,7%). Terdapat hubungan yang signifikan persepsi masyarakat terhadap kualitas dimesi tangiabel ( $p=0,000$ ), kehandalan ( $p=0,000$ ), daya tanggap ( $p=0,000$ ), jaminan ( $p=0,000$ ), dan perhatian ( $p=0,000$ ) di RSUD Tanjung Balai terhadap pelayanan kesehatan pada masa pandemi Covid-19. Kesimpulan : Terdapat hubungan yang signifikan persepsi masyarakat terhadap kualitas di RSUD Tanjung Balai terhadap pelayanan kesehatan pada masa pandemi Covid-19.

Kata Kunci : Persepsi, pelayanan kesehatan, rumah sakit, Covid-19

## ABSTRACT

*Background: Perception is a person's process of knowing several things through his five senses. Perception does not appear to exist because it occurs outside of awareness, but perception depends on the complex functions of the nervous system. Health service facilities, during the COVID-19 period, became something terrible for the community, where people who were sick were afraid to come to health services because they were worried about being diagnosed positively with COVID-19, whether health services during COVID-19 increased or decreased. Objective: to analyze the quality of health services on public perception at Tanjung Balai General Hospital during the Covid-19 Pandemic. Method : This type of research is observational analytic research. The research location was at the Tanjung Balai General Hospital which was carried out in November 2022. Results: Most respondents were in the 45-54 year age category (32.2%). Based on gender, the most were women as many as 208 people (77%). Based on work, the most were in the PNS category, with 105 people (38.9%). Based on education at most S1 as many as 63 people (23.3%). Most people's perceptions of the quality of Tanjung Balai General Hospital were in the good category with 144 people (53.3%) and those who said they were not good were 126 people (46.7%). There is a significant relationship between people's perceptions of tangible quality ( $p=0.000$ ), reliability ( $p=0.000$ ), responsiveness ( $p=0.000$ ), assurance ( $p=0.000$ ), and attention ( $p=0.000$ ) at Tanjung Balai Hospital to health services during the Covid-19 pandemic. Conclusion: There is a significant relationship between public perception of quality at Tanjung Balai General Hospital for health services during the Covid-19 pandemic.*

*Keywords: Perception, health services, hospital, Covid-19*