

ABSTRAK

Kualitas pelayanan kesehatan merupakan derajat atau tingkatan kesempurnaan dari pelayanan kesehatan yang dilakukan sesuai dengan standar pelayanan yang berlaku. Terdapat lima indikator dalam penilaian kualitas jasa, yaitu *tangibles*, *reliability*, *responsiveness*, *assurance* dan *emphaty*. Tujuan penelitian ini adalah untuk menganalisis kualitas pelayanan kesehatan di instalasi rawat inap terhadap kepuasan pasien BPJS di RSUD Royal Prima Medan. Populasi dalam penelitian ini adalah rata-rata pasien BPJS yang datang berobat ke Instalasi Rawat Inap RSUD Royal Prima Medan 3 bulan terakhir yang berjumlah 1,653 pasien. Pengambilan sampel dalam penelitian ini menggunakan *accidental sampling* dengan jumlah sampel sebanyak 250 pasien. Analisis data yang digunakan dalam penelitian ini adalah analisis univariat, bivariat dan multivariat. Hasil penelitian menunjukkan Ada pengaruh *tangible* terhadap kepuasan pasien BPJS di instalasi rawat inap RSUD Royal Prima Medan $P\text{ value} < 0,05$. Ada pengaruh *reliability* terhadap kepuasan pasien BPJS di instalasi rawat inap RSUD Royal Prima Medan $P\text{ value} < 0,05$, Ada pengaruh *responsiveness* terhadap kepuasan pasien BPJS di instalasi rawat inap RSUD Royal Prima Medan $P\text{ value} < 0,05$, Ada pengaruh *assurance* terhadap kepuasan pasien BPJS di instalasi rawat inap RSUD Royal Prima Medan $P\text{ value} < 0,05$, Tidak ada pengaruh *emphaty* (empati) terhadap kepuasan pasien BPJS di instalasi rawat inap RSUD Royal Prima Medan $P\text{ value} > 0,05$. Kesimpulannya ada pengaruh kualitas pelayanan pada dimensi *tangible*, *reliability*, *responsiveness*, dan *assurance* terhadap kepuasan pasien BPJS di RSUD Royal Prima Medan.

Kata Kunci : Kepuasan Pasien, BPJS, *tangible*, *reliability*, *responsiveness*, *assurance*, *emphaty*

ABSTRACT

The quality of health services is the degree or level of perfection of health services carried out in accordance with applicable service standards. There are five indicators in assessing the quality of services, namely tangibles, reliability, responsiveness, assurance and empathy. The purpose of this study was to analyze the quality of health services in inpatient installations on BPJS patient satisfaction at RSU Royal Prima Medan. The population in this study was the average BPJS patient who came for treatment at the Inpatient Installation of RSU Royal Prima Medan in the last 3 months, totaling 1,653 patients. Sampling in this study using accidental sampling with a total sample of 250 patients. Data analysis used in this study was univariate, bivariate and multivariate analysis. The results showed that there was a tangible effect on BPJS patient satisfaction at the inpatient installation of RSU Royal Prima Medan P value <0.05 . There is an effect of reliability on BPJS patient satisfaction at the inpatient installation of RSU Royal Prima Medan P value <0.05 , There is an effect of responsiveness on patient satisfaction of BPJS at the inpatient installation of RSU Royal Prima Medan P value <0.05 , There is an effect of assurance on patient satisfaction BPJS in the inpatient installation of RSU Royal Prima Medan P value <0.05 , There is no effect of empathy (empathy) on patient satisfaction BPJS in the inpatient installation of RSU Royal Prima Medan P value > 0.05 . In conclusion, there is an influence of service quality on the dimensions of tangible, reliability, responsiveness, and assurance on BPJS patient satisfaction at RSU Royal Prima Medan.

Keywords : *Patient Satisfaction, BPJS, tangible, reliability, responsiveness, assurance, empathy*