

ABSTRAK

Kualitas dalam pelayanan menjadi hal yang paling utama untuk diperhatikan agar tercapainya tujuan dari instansi pemberi pelayanan tersebut. Berdasarkan survei yang dilakukan pasien/keluarga pasien kurang puas dengan tampilan fisik Puskesmas, misalnya tampilan gedung, dan ruang tunggu, tersedianya tempat parkir, kebersihan, kerapian dan kenyamanan ruangan, maupun peralatan yang dimiliki Puskesmas, banyak yang mengeluhkan WC Puskesmas yang kurang nyaman dan beberapa plafon yang rusak.

Penelitian ini bertujuan untuk menganalisis kualitas pelayanan kesehatan dengan kepuasan pasien di Puskesmas Kemantan Kecamatan Air Hangat Timur Kabupaten Kerinci. Jenis penelitian ini adalah *cross sectional*. Sampel dalam penelitian ini yaitu jumlah kunjungan pasien yaitu berjumlah 100 responden. Data dianalisis dengan menggunakan *Chi-Square* dan *Regresi Logistik*.

Hasil penelitian menunjukkan terdapat hubungan yang signifikan *tangible* (bukti fisik), *reliability* (keandalan), *responsiveness* (daya tanggap), *assurance* (jaminan), *emphaty* (empati) terhadap dengan kepuasan pasien di Puskesmas Kemantan Kecamatan Air Hangat Timur Kabupaten Kerinci. Dan setelah melakukan uji logistic berganda dari 3 model didapatkan bahwa faktor yang paling dominan berpengaruh terhadap kepuasan pasien adalah variabel *tangible* (bukti fisik) dengan p-value 0,000, variabel *reliability* (kehandalan) dengan p-value 0,001 dan variabel *emphaty* (empati) dengan p-value 0,000.

Kata Kunci : Kepuasan Pasien, Kualitas Pelayanan, *tangible* (bukti fisik), *reliability* (keandalan), *responsiveness* (daya tanggap), *assurance* (jaminan), *emphaty* (empati).

ABSTRACT

Quality in service is the most important thing to pay attention to in order to achieve the goals of the service providing agency. Based on surveys conducted by patients/families, patients are not satisfied with the physical appearance of the Puskesmas, for example the appearance of the building and waiting room, the availability of parking, cleanliness, tidiness and comfort of the room, as well as the equipment owned by the Puskesmas, many complain that the Puskesmas toilets are less comfortable and some damaged ceiling.

This study aims to analyze the quality of health services and patient satisfaction at the Kemantan Community Health Center, Air Hangat Timur District, Kerinci Regency. This type of research is cross sectional. The sample in this study was the number of patient visits, namely 100 respondents. Data were analyzed using Chi-Square and Logistic Regression.

The results of the research show that there is a significant relationship between tangible (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (guarantee), empathy (empathy) with patient satisfaction at the Kemantan Community Health Center, Air Hangat Timur District, Kerinci Regency. And after carrying out multiple logistic tests from 3 models, it was found that the most dominant factor influencing patient satisfaction was the tangible variable (physical evidence) with a p-value of 0.000, the reliability variable with a p-value of 0.001 and the empathy variable with p - value 0.000.

Keywords : Patient Satisfaction, Service Quality, tangible (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (guarantee), empathy (empathy).