

## ABSTRAK

**Latar Belakang:** Mutu pelayanan kesehatan merupakan salah satu faktor penting yang mempengaruhi tingkat kepuasan pasien. Model SERVQUAL dengan lima dimensi (tangible, reliability, responsiveness, assurance, empathy) banyak digunakan untuk mengevaluasi mutu pelayanan di berbagai fasilitas kesehatan, termasuk poli psikiatri. **Tujuan:** Penelitian ini bertujuan untuk menilai mutu pelayanan Poli Psikiatri RSUD Aek Kanopan menggunakan lima dimensi SERVQUAL serta menganalisis pengaruhnya terhadap kepuasan pasien rawat jalan. **Metode:** Penelitian ini menggunakan desain kuantitatif dengan pendekatan deskriptif analitik. Sampel sebanyak 150 pasien rawat jalan Poli Psikiatri dipilih dengan teknik accidental sampling. Instrumen penelitian berupa kuesioner SERVQUAL skala Likert (1–5). Analisis data meliputi analisis deskriptif, perhitungan GAP (P–E), uji korelasi Pearson, dan regresi linier sederhana. **Hasil:** Rata-rata persepsi pasien terhadap mutu pelayanan sebesar 4,17, lebih rendah dibandingkan rata-rata harapan sebesar 4,35, dengan GAP -0,18 yang berarti belum memenuhi harapan. Seluruh dimensi memiliki GAP negatif, dengan GAP terbesar pada **responsiveness** (-0,22). Uji korelasi Pearson menunjukkan hubungan kuat, positif, dan signifikan antara mutu pelayanan dan kepuasan pasien ( $r = 0,732$ ;  $p = 0,000$ ). Analisis regresi menunjukkan bahwa mutu pelayanan berpengaruh signifikan terhadap kepuasan pasien ( $\beta = 0,720$ ;  $p = 0,000$ ), artinya setiap peningkatan 1 poin mutu pelayanan meningkatkan kepuasan sebesar 0,720 poin. **Kesimpulan:** Mutu pelayanan Poli Psikiatri RSUD Aek Kanopan dinilai baik, namun belum memenuhi harapan pasien pada seluruh dimensi. Peningkatan diperlukan terutama pada dimensi responsiveness, reliability, tangible, assurance, dan empathy.

**Kata kunci:** Mutu Pelayanan, Kepuasan Pasien, SERVQUAL, Poli Psikiatri

## ABSTRACT

**Background:** Quality of health care is one of the important factors that influence the level of patient satisfaction. The SERVQUAL model with five dimensions (tangible, reliability, responsiveness, assurance, empathy) is widely used to evaluate service quality in various health facilities, including psychiatric clinics. **Objective:** This study aims to assess the quality of service of Psychiatry Poly Aek Kanopan Hospital using the five dimensions of SERVQUAL and analyze its effect on outpatient satisfaction. **Methods:** This study used a quantitative design with an analytic descriptive approach. A sample of 150 outpatients of Psychiatry Poly was selected using accidental sampling technique. The research instrument was a Likert scale SERVQUAL questionnaire (1-5). Data analysis includes descriptive analysis, GAP (P-E) calculation, Pearson correlation test, and simple linear regression. **Results:** The average patient perception of service quality is 4.17, lower than the average expectation of 4.35, with a GAP of -0.18 which means it has not met expectations. All dimensions have a negative GAP, with the largest GAP in responsiveness (-0.22). Pearson correlation test showed a strong, positive, and significant relationship between service quality and patient satisfaction ( $r = 0.732$ ;  $p = 0.000$ ). Regression analysis showed that service quality has a significant effect on patient satisfaction ( $\beta = 0.720$ ;  $p = 0.000$ ), meaning that every 1 point increase in service quality increases satisfaction by 0.720 points. **Conclusion:** The service quality of Psychiatry Poly Aek Kanopan Hospital is considered good, but has not met patient expectations in all dimensions. Improvement is needed especially in the dimensions of responsiveness, reliability, tangible, assurance, and empathy.

**Keywords:** *Quality of Service, Patient Satisfaction, SERVQUAL, Psychiatry Poly.*