

**ABSTRAK**

Judul : Tinjauan Kualitas Pelayanan Pasien JKN non PBI di Instalasi Rawat Jalan Puskesmas Batua Kota Makassar

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Kualitas pelayanan berasal dari perbandingan apa yang konsumen rasakan (ekspektasi) dengan persepsi konsumen tentang kinerja perusahaan yang menyediakan jasa. Tujuan penelitian ini untuk mengetahui gambaran kualitas pelayanan pasien JKN non PBI di instalasi rawat jalan Puskesmas Batua kota Makassar. Metode yang digunakan adalah analisis kuantitatif dengan metode deskriptif. Perhitungan besar sampel menggunakan rumus estimasi proporsi didapatkan 96 sampel dengan metode pengambilan sampel yaitu *Incidental/Convenience Sampling*. Teknik pengumpulan data menggunakan wawancara dan pengisian sendiri oleh pasien dengan instrumen pedoman wawancara dan angket, dan data dianalisis menggunakan SPSS. Kualitas pelayanan dinilai berdasarkan 5 dimensi yaitu *Tangible, Responsiveness, Reliability Assurance dan Empathy*. Dari hasil penelitian didapatkan persentase kualitas pelayanan di Puskesmas Batua sebesar 57,3% kualitas pelayanan baik dan 42,7% tidak baik, artinya kualitas pelayanannya tergolong tidak baik karena  $\leq 90\%$  berdasarkan SPM rawat jalan. Kendala yang sering terjadi saat melayani pasien seperti masalah alat komunikasi/speaker, kekurangan komputer, pasien tidak mau antri dan tidak membawa kartu berobat/kartu BPJS/identitas. Disarankan kepada Puskesmas untuk lebih memperhatikan kebersihan dan kenyamanan tempat pendaftaran, sebaiknya petugas meningkatkan kompetensinya, jam kerja dimajukan agar tidak ada keterlambatan membuka loket, menerapkan 3S 1T, memperhatikan speaker dan komputer yang bermasalah juga mensosialisasikan kepada pasien berkas yang harus dibawa saat pendaftaran.

Kata Kunci: kualitas pelayanan, jaminan kesehatan nasional non PBI, rawat jalan

**ABSTRACT**

*Title : Overview of Service Quality for Non-PBI National Health Insurance Patients at the Outpatient Installation of Batua Public Health Center Makassar City*

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*Service quality comes from the comparison of what consumers feel (expectations) with consumer perceptions about the performance of companies that provide services. The purpose of this study was to describe the quality of service for JKN non-PBI patients at the Batua Public Health Center in Makassar. The method used is quantitative analysis with descriptive method. Calculation of sample size using the proportion estimation formula obtained 96 samples with the sampling method, namely Incidental/Convenience Sampling. Data collection techniques using interviews and self-filling by patients with interview guide instruments and questionnaires, and data were analyzed using SPSS. Service quality is assessed based on 5 dimensions, namely Tangible, Responsiveness, Reliability Assurance and Empathy. From the results of the study, it was found that the percentage of service quality at Batua Health Center was 57.3% of good service quality and 42.7% not good, meaning that the service quality was classified as not good because  $\leq 90\%$  based on outpatient SPM. Obstacles that often occur when serving patients such as problems with communication tools/speakers, lack of computers, patients do not want to queue and do not bring medical cards/BPJS cards/identity cards. It is recommended to the Puskesmas to pay more attention to the cleanliness and comfort of the registration place, the officers should improve their competence, advance working hours so that there are no delays in opening the counter, apply 3S IT, pay attention to the problematic speakers and computers as well as socialize the files that must be brought during registration.*

*Key Words: Quality of service, JKN non PBI, Outpatient*