

## ABSTRACT

*Service quality is an important part of the hospital. Service quality describes the quality of the hospital. The better the service quality of a hospital, the better the level of patient satisfaction. Quality of service is a form of responsibility carried out by the hospital to meet the needs and on time as expected by customers, giving rise to a positive image of the hospital. The results of the preliminary study show that of the 10 respondents, the highest is the reliability dimension with 7 questions and the mean value is 26.30, the median value is 27.50, and the standard deviation is 2.16. This study aims to describe the quality of outpatient services for inhealth independent insurance patients at Abdul Radjak Hospital in 2023. This study used a descriptive cross-sectional study design with a sample size of 38 respondents. The sampling technique uses a purposive sampling technique with univariate data analysis. This research was conducted in April – July 2023. The highest proportion of univariate results on the tangible dimension was obtained by 21 respondents (55.3%) in support, on the reliability dimension obtained by 26 respondents (68.4%) reliable, on the responsiveness dimension it was obtained by 22 respondents (57.9%) were responsive, on the empathy dimension 21 respondents (55.3%) were empathetic, on the assurance dimension 20 respondents (52.6%) were good. It is hoped that the hospital can continue to maintain and improve the quality of service from every dimension, so that patient satisfaction can be maintained and increased.*

**Keywords:** *Service Quality, Tangible, Reliability, Responsiveness, Emphaty, Assurance*

*6 chapters, 92 pages, 11 tables, 9 appendices*

*References (2011 – 2022)*

## ABSTRAK

Kualitas layanan yang baik merupakan bagian penting untuk rumah sakit. Kualitas pelayanan yang baik menggambarkan mutu rumah sakit. Semakin baik kualitas pelayanan suatu rumah sakit, semakin baik pula tingkat kepuasan pasien. Kualitas pelayanan merupakan salah satu bentuk tanggungjawab yang dilakukan oleh rumah sakit untuk memenuhi kebutuhan serta tepat waktu sesuai yang diharapkan oleh pelanggan, sehingga menimbulkan citra positif terhadap rumah sakit tersebut. Hasil studi pendahuluan menunjukkan dari 10 responden didapatkan hasil bahwa paling tinggi pada dimensi *reliability* dengan jumlah 7 pertanyaan dan hasil nilai mean sebesar 26,30, nilai median sebesar 27,50, serta standar deviasi sebesar 2,16. Penelitian ini bertujuan untuk mengetahui gambaran kualitas pelayanan rawat jalan pada pasien asuransi mandiri inhealth di Rumah Sakit Abdul Radjak Tahun 2023. Penelitian ini menggunakan desain penelitian *cross sectional* deskriptif dengan besar sampel 38 responden. Teknik pengambilan sampel menggunakan teknik purposive sampling dengan analisis data univariat. Penelitian ini dilakukan pada bulan April – Juli 2023. Hasil univariat proporsi tertinggi pada dimensi *tangible* diperoleh sebanyak 21 responden (55,3%) mendukung, pada dimensi *reliability* diperoleh sebanyak 26 responden (68,4%) handal, pada dimensi *responsiveness* diperoleh sebanyak 22 responden (57,9%) tanggap, pada dimensi *emphaty* diperoleh sebanyak 21 responden (55,3%) berempati, pada dimensi *assurance* diperoleh sebanyak 20 responden (52,6%) baik. Diharapkan rumah sakit dapat terus menjaga dan meningkatkan kualitas pelayanan dari setiap dimensi, sehingga kepuasan pasien bisa terus terjaga dan meningkat.

**Kata kunci:** Kualitas Pelayanan, *Tangible*, *Reliability*, *Responsiveness*, *Emphaty*, *Assurance*

6 Bab, 92 halaman, 11 tabel, 9 lampiran  
Pustaka (2011 – 2022)