

ABSTRACT

Quality of service will provide customer satisfaction, which in turn will result in customers using it again and recommending the health service to people around them. Based on a preliminary study conducted at the Dukuhturi Community Health Center, Tegal Regency, by conducting interviews with 10 family planning acceptors, 4 people (40%) stated that the quality of service was good, 6 people (60%) stated that the quality of service was not good. The reasons for stating that the quality was not good were related to the parking area being less comfortable as many as 2 people (20%), related to the waiting room being less comfortable as many as 2 people (20%), and related to the officers not being responsive enough to 2 people (20%). This study aims to determine the relationship between the quality of family planning services and interest in revisiting family planning services at the Dukuhturi Community Health Center, Tegal Regency in 2023. This research uses a cross-sectional research design with a sample size of 133 family planning acceptors. The sampling technique used simple random sampling with univariate and bivariate data analysis using the chi square test. This research was conducted in December 2023 - January 2024. The univariate results of service quality showed that 73 respondents (54.9%) had good service quality and 60 (45.1%) had bad service quality and interest in repeat visits showed results Those who were not interested in a return visit were 47 respondents (35.3%) and 86 respondents (64.7%) were interested in a return visit. There is a relationship between service quality and interest in repeat visits. It is hoped that it can become input for planning policies to improve the quality of family planning services for those interested in revisiting family planning services at the Dukuhturi Community Health Center, Tegal Regency.

Keywords: *Quality of Community Health Center Service, Interest in Repeat Visits*

ABSTRAK

Kualitas pelayanan akan memberikan kepuasan pada pelanggan yang akhirnya pelanggan akan memanfaatkan ulang dan merekomendasikan pelayanan kesehatan tersebut pada orang di sekitarnya. Berdasarkan studi pendahuluan yang dilakukan di Puskesmas Dukuhturi Kabupaten Tegal dengan melakukan wawancara kepada 10 akseptor KB dengan Sebanyak 4 orang (40%) menyatakan kualitas pelayanan baik, sebanyak 6 orang (60%) menyatakan kualitas pelayanan kurang baik. Alasan menyatakan kualitas kurang baik terkait tempat parkir yang kurang nyaman sebanyak 2 orang (20%), terkait ruang tunggu yang kurang nyaman sebanyak 2 orang (20%), dan terkait petugas kurang respon 2 orang (20%). Penelitian ini bertujuan untuk mengetahui hubungan kualitas pelayanan KB pada minat kunjungan ulang pelayanan kb di Puskesmas Dukuhturi Kabupaten Tegal Tahun 2023. Penelitian ini menggunakan desain penelitian cross sectional dengan besar sampel 133 akseptor KB. Teknik pengambilan sampel menggunakan *simple random sampling* dengan analisis data univariat dan bivariate menggunakan uji chi square. Penelitian ini dilakukan pada bulan Desember 2023 – Januari 2024. Hasil univariat kualitas pelayanan menunjukkan bahwa yang memiliki kualitas pelayanan baik sebanyak 73 responden (54,9%) dan kualitas tidak baik sebanyak 60 (45,1%) dan pada minat kunjungan ulang menunjukkan hasil yang tidak berminat kunjungan ulang sebanyak 47 responden (35,3%) dan berminat kunjungan ulang sebanyak 86 responden (64,7%). Terdapat hubungan antara kualitas pelayanan dengan minat kunjungan ulang. Diharapkan dapat menjadi bahan masukan untuk merencanakan kebijakan dalam meningkatkan kualitas pelayanan KB pada minat kunjungan ulang pelayanan kb di Puskesmas Dukuhturi Kabupaten Tegal.

Kata Kunci: Kualitas Pelayanan Puskesmas, Minat Kunjungan Ulang