

ABSTRAK/RINGKASAN

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ABSTRAK

DITA DESTIATI

ANALISIS KEPUASAN PASIEN TERHADAP KUALITAS LAYANAN PUSKESMAS PANGLAYUNGAN BERDASARKAN *EXPECTED SERVICE* DAN *PERCEIVED SERVICE* PASIEN

Latar Belakang: Puskesmas sebagai fasilitas kesehatan primer memegang peranan penting dalam peningkatan mutu layanan dan kepuasan pasien. survei Indeks Kepuasan Masyarakat (IKM) di Kota Tasikmalaya menunjukkan bahwa beberapa puskesmas mengalami penurunan kepuasan, termasuk Puskesmas Panglayungan yang mengalami penurunan IKM selama tiga tahun berturut-turut (2022–2024). Oleh karena itu, penting dilakukan evaluasi kualitas layanan berdasarkan kesenjangan antara harapan (*expected service*) dan kenyataan (*perceived service*) dari perspektif pasien. **Tujuan:** Penelitian ini bertujuan untuk menganalisis kepuasan pasien terhadap kualitas layanan Puskesmas Panglayungan berdasarkan kesenjangan antara *expected service* dan *perceived service* menggunakan lima dimensi SERVQUAL: *tangible*, *reliability*, *responsiveness*, *assurance*, dan *empathy*. **Metode:** Penelitian ini menggunakan pendekatan *mix method* dengan desain *concurrent embedded*, melibatkan 378 pasien rawat jalan sebagai responden. Data dikumpulkan melalui kuesioner SERVQUAL dan wawancara terhadap informan kunci. Analisis dilakukan dengan metode SERVQUAL (gap analysis), *Customer Satisfaction Index* (CSI), dan Importance Performance Analysis (IPA). **Hasil:** Seluruh dimensi SERVQUAL menunjukkan gap negatif, dengan dimensi *reliability* memiliki gap tertinggi (-0,41) dan *tangible* terendah (-0,31). Nilai CSI sebesar 80,44% mengindikasikan tingkat kepuasan pada kategori “puas”. Hasil IPA mengidentifikasi beberapa atribut yang menjadi prioritas perbaikan, yaitu pencahayaan ruangan, ketepatan waktu pelayanan, waktu tunggu layanan medis, dan sikap ramah petugas. Persepsi pasien menunjukkan bahwa aspek komunikasi, empati, dan kenyamanan fisik memiliki pengaruh kuat terhadap kepuasan. **Saran:** Perlu peningkatan dalam aspek komunikasi, empati, manajemen antrean, dan kenyamanan fasilitas untuk meningkatkan kepuasan pasien.

Kata Kunci: Kepuasan pasien; kualitas layanan; SERVQUAL; *gap analysis*

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ABSTRACT

DITA DESTIATI

***ANALYSIS OF PATIENT SATISFACTION WITH THE QUALITY OF
PANGLAYUNGAN HEALTH CENTER SERVICES BASED ON PATIENTS'
EXPECTED SERVICE AND PERCEIVED SERVICE***

Background: As a primary healthcare facility, puskesmas plays a crucial role in improving service quality and patient satisfaction. Community Satisfaction Index (IKM) surveys in Tasikmalaya City indicate a decline in satisfaction at several puskesmas, including Puskesmas Panglayungan, which has experienced a three-year consecutive decrease in IKM (2022–2024). Therefore, evaluating service quality based on the gap between expected and perceived service from the patient's perspective is essential. ***Objective:*** This study aims to analyze patient satisfaction with the service quality of Panglayungan Health Center by identifying the gap between expected service and perceived service using the five SERVQUAL dimensions: Tangible, Reliability, Responsiveness, Assurance, and Empathy. ***Methods:*** This research employed a mixed-methods approach with a concurrent embedded design, involving 378 outpatient respondents. Data were collected through the SERVQUAL questionnaire and key informant interviews. Analysis included gap analysis, Customer Satisfaction Index (CSI), and Importance Performance Analysis (IPA). ***Results:*** All SERVQUAL dimensions showed negative gaps, with the highest in reliability (-0.41) and the lowest in tangible (-0.31). The overall CSI score was 80.44%, indicating a “satisfied” category. IPA identified several attributes as top priorities for improvement, including room lighting, service timeliness, waiting time for medical services, and staff friendliness. Patients' perceptions revealed that communication, empathy, and physical comfort strongly influence satisfaction. ***Conclusion:*** Improvement in communication empathy, queue management, and facility comfort are necessary to enhance patient satisfaction.

Keyword: Patient satisfaction; service quality; SERVQUAL; gap analysis