

INTISARI

AMALIA, NURUL., 2015. Analisis Kepuasan Pasien Rawat Jalan Terhadap Kualitas Pelayanan Laboratorium Patologi Klinik RSUD Dr. Moewardi, Surakarta. Program Studi D-IV Analisis Kesehatan. Fakultas Ilmu Kesehatan Universitas Setia Budi.

Kepuasan pelanggan merupakan salah satu unsur yang sangat penting bagi pelanggan dalam mengkonsumsi suatu jasa. Kepuasan konsumen merupakan syarat yang harus dipenuhi agar mampu mempertahankan pelanggan diantaranya kepuasan pasien rawat jalan terhadap kualitas pelayanan (*Reliability, Tangibles, Assurance, Responsiveness, Emphaty*) yang dirasakan dan diharapkan di laboratorium patologi klinik di RSUD Dr. Moewardi.

Penelitian ini menggunakan metode survei, dengan menggunakan kusioner dan melakukan wawancara langsung. Jumlah sampel 252 responden. Data yang diperoleh dianalisis dengan menggunakan uji *GAP* untuk mengetahui apakah ada perbedaan antara tingkat kualitas pelayanan yang dirasakan dan diharapkan oleh pasien rawat jalan dan nilai persentase TKR (Tingkat Kesesuaian Rata-rata) pada 5 dimensi kualitas pelayanan.

Berdasarkan hasil uji penelitian yang diperoleh kesimpulan bahwa pasien merasa sangat puas atas kualitas pelayanan yang diberikan oleh Laboratorium Patologi Klinik RSUD Dr. Moewardi. Hasil uji *gap* menunjukkan terdapat perbedaan antara tingkat kualitas pelayanan yang dirasakan dan diharapkan oleh pasien rawat jalan. Nilai *gap* terbesar pada dimensi *Tangibles* dengan nilai *gap* sebesar -0,726, kemudian diikuti secara berurutan oleh dimensi *Assurance* -0,664, dimensi *Responsiveness* -0,537, dimensi *Emphaty* -0,534 dan dimensi *Realibility* dengan nilai kesenjangan (*gap*) sebesar -0,481. Pada 5 dimensi kualitas pelayanan mempunyai nilai persentase yang menyatakan ada kepuasan tetapi ada perbedaan pada nilai TKR masing-masing dimensi dan berhubungan positif serta berpengaruh secara signifikan.

Kata Kunci : Kepuasan pasien rawat jalan, kualitas pelayanan, Laboratorium Patologi Klinik RSUD Dr. Moewardi

ABSTRACT

AMALIA, NURUL., 2015. *Outpatient Satisfaction Analysis on the Service Quality of Clinical Pathology Laboratory Dr. Moewardi Hospital. Study Program D-IV Health Analyst. Faculty of Health Sciences Setia Budi University.*

Customer satisfaction is one element that is very important for customers to consume a service. Consumer satisfaction is a requirement that must be fulfilled to be able to maintain customer satisfaction among outpatients of the quality of service (Reliability, Tangibles, Assurance, Responsiveness, Empathy, Accessibility) perceived and expected clinical pathology laboratory at the Dr. Moewardi Hospital.

This study used a survey method, using questionnaire and direct interviews. Total sample 252 respondents. Data were analyzed using the GAP test to determine whether there is a difference between the level of service quality perceived and expected by outpatients and TKR percentage value (Level Conformance average) on five dimensions of service quality.

Based on the test results obtained by the research concluded that patients were very satisfied with the quality of services provided by the Laboratory of Clinical Pathology Dr. Moewardi Hospital. The test results show the gap there is a difference between the level of service quality perceived and expected by outpatients. The largest gap value Tangibles dimension with a value gap of -0.726, followed in quick succession by the dimension Assurance -0.664, -0.537 Responsiveness dimension, the dimension and the dimension Empathy -0.534 Reliability with the value gap is -0.481. At the 5 dimensions of service quality has a value percentages stated there was no difference in satisfaction but TKR value of each dimension and the associated positive and significant influence.

Keyword : Outpatient Satisfaction, Service Quality, Clinical Pathology Laboratory Dr. Moewardi Hospital