

ABSTRAK

Pelayanan di bidang kesehatan merupakan salah satu bentuk pelayanan yang sangat di butuhkan oleh masyarakat, seperti yang tertuang dalam Permenkes RI No.69 Tahun 2014. faktor

penting yang bisa mempengaruhi kepuasan pasien pada setiap fasilitas kesehatan adalah kualitas

pelayanan yang diberikan, mulai dari bagaimana fasilitas kesehatan tersebut bisa memberikan

pelayanan yang terbaik bagi konsumennya dan bagaimana akhirnya kepuasan dari sisi konsumen

bisa di capai. Tujuan penelitian ini untuk mengetahui kualitas pelayanan, kepuasan pasien dan

apakah ada pengaruh kualitas pelayanan terhadap kepuasan pasien di Klinik KF Ratu Jaya Depok.

Jenis penelitian yang digunakan adalah deskriptif kuantitatif dan analisis regresi linier sederhana.

Sampel dalam penelitian ini berjumlah 88 responden yang diperoleh dari pasien yang pernah

melakukan pemeriksaan USG di Klinik KF Ratu Jaya Depok. Data yang digunakan adalah data

primer dan data sekunder. Hasil dari perhitungan variabel Kualitas Pelayanan (X)

menyatakan bahwa kualitas pelayanan memiliki pengaruh positif terhadap kepuasan

pasien Di Klinik KF Ratu Jaya Depok. Hasil dari perhitungan variabel kepuasan pasien

(Y) menyatakan bahwa kepuasan pasien memiliki pengaruh positif terhadap kualitas

pelayanan Di Klinik KF Ratu Jaya Depok.. Berdasarkan hasil regresi linier sederhana

yang telah diuji hipotesis secara parsial menggunakan uji t dan koefisien determinasi pada penelitian ini mendapatkan hasil positif yaitu adanya pengaruh Kualitas Pelayanan Pemeriksaan USG Terhadap Kepuasan Pasien di Klinik KF Ratu Jaya Depok.

Kata Kunci: Kualitas Pelayanan, Kepuasan Pasien, Pemeriksaan USG

ABSTRACT

Services in the health sector are one form of service that is needed by the community, as written in Permenkes RI No.69 of 2014.. Klinik KF Ratu Jaya is one of the clinics established in the city of Depok since 2019, with its main service being Gynecologist Services with 2D and 4D Ultrasound Facilities. The number of patient visits for ultrasound examination at Klinik KF Ratu Jaya Depok from January to December 2023 has decreased significantly. Where in January the number of patients amounted to 100 patients and in the following month the number of patients decreased until December

by 45 patients and the purpose of this study was to determine the effect of service quality

on patient satisfaction visiting / using ultrasound services at the KF Ratu Jaya Depok Clinic and how much the level of satisfaction of patients visiting the KF Ratu Jaya Depok Clinic. The object of this research is the respondent.

The results of the calculation of the Service Quality variable (X) state that service quality has a positive influence on patient satisfaction at the Ratu Jaya Depok KF Clinic with an average value of 2.99, this value is in the interval 2.51 - 3.25, which means good

or agree. The highest average value is 3.14, which means good or agree with the statement "Doctors, nurses and midwives provide solutions to patient complaints". And the lowest average value of 2.30 which means not good or disagree with the statement "The position of the clinic is on the 2nd floor". And it can be concluded that for the services of doctors and nurses, they always provide solutions to patients, but the obstacle

for patients is the position of the ultrasound examination clinic which is on the 2nd floor,

causing ultrasound examination patients at the KF Ratu Jaya Depok clinic to be less comfortable and making it difficult for pregnant women to climb the stairs to the 2nd floor because ultrasound patients at the KF Ratu Jaya Depok clinic must be pregnant women who have difficulty moving freely.

The results of the calculation of the patient satisfaction variable (Y) state that patient satisfaction has a positive influence on quality at the KF Ratu Jaya Depok Clinic with an average value of 3.06, this value is in the interval 2.51 - 3.25 which means good or agree. with the statement Interested in returning for an ultrasound examination because the services provided are satisfactory with the highest mean value of 3.09 while with the lowest value of 2.98

Keywords: Service Quality, Patient Satisfaction, Ultrasound Examination