

ANALISIS KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN PADA POLI RAWAT JALAN DI RSUD TIDAR KOTA MAGELANG

Heru Irawan^[1] Widya Setiafindari^[2]

Program Studi Teknik Industri Fakultas Sains dan Teknologi Universitas Teknologi Yogyakarta
e-mail: ^[1]heruirawan.ni@gmail.com, ^[2]widyasetia@uty.ac.id

ABSTRAK

Penelitian ini bertujuan untuk mengetahui sejauh mana kualitas pelayanan yang sudah diberikan oleh RSUD Tidar Kota Magelang terhadap pelanggan. Penelitian ini dilakukan pada poli penyakit dalam, poli syaraf, dan poli fisioterapi. Penelitian dilakukan dengan menyebarkan 25 kuesioner kepada pasien rawat jalan. Kemudian dilakukan uji validitas dan reliabilitas, untuk menentukan kesesuaian kuesioner yang disebar, selanjutnya dilakukan pengukuran rata-rata tingkat kepentingan dengan *Service Performance*, selanjutnya dilakukan perhitungan *Customer Satisfaction Index* untuk mengetahui tingkat kepuasan pelanggan, dan selanjutnya dilakukan pembuatan grafik *Importance Performance Analysis* untuk menentukan tingkat kepentingan dan kepuasan pelanggan. Hasil perhitungan dari *Service Performance* didapatkan nilai tingkat kesesuaian antara pelayanan dan harapan sebesar 74,13% - 87,72%, perhitungan *Customer Satisfaction Index* sebesar 75,28% yang termasuk dalam kriteria *Cause for Concern* atau masih perlu dilakukan perbaikan, perhitungan *Importance Performance Analysis* terdapat 6 atribut kualitas yang menjadi prioritas utama yaitu atribut nomor 18, 14, 8, 6, 5, dan 13, dan usulan perbaikan *Teoriya Resheniya Izobreatatelskikh Zadatch* yaitu, Memberikan training ulang, Perekrutan tenaga medis baru harus sesuai dengan kebutuhan yang diperlukan, Petugas dan perawat harus tetap sopan dan ramah walaupun kepada pasien yang kurang sopan sekalipun, Sebaiknya seluruh pegawai di RSUD Tidar Kota Magelang lebih terbuka dengan pasien maupun pengunjung rumah sakit, Memaksimalkan kinerja dari jumlah petugas yang ada, Memberikan petugas pengamanan untuk bertugas menegur atau memberi sanksi bagi petugas yang melanggar peraturan dalam hal kerapian dan kebersihan.

Kata Kunci: Kualitas pelayanan, Kepuasan Pelanggan, Kinerja, Tingkat Kepentingan

ABSTRACT

This study aims to determine the extent of the quality of services that have been provided by RSUD (Regency General Hospital) Tidar in Magelang City to customers. This research was conducted at the internal medicine poly, nerve poly, and physiotherapy poly. The study was conducted by distributing 25 questionnaires to outpatients. Validity and reliability were tested to determine the suitability of the questionnaire distributed, the average level of importance was measured with Service Performance, and the Customer Satisfaction Index was calculated in order to determine the level of passenger satisfaction. Then, the graph of Importance Performance Analysis was made to determine the level of importance and customer satisfaction. The results of Service Performance calculation obtained the value of suitability level between service and expectation of 74,13% - 87,72%, calculation of the Customer Satisfaction Index obtained a value of 75.28% which is included in the Cause for Concern criterion or improvements still needed, calculation of Importance Performance Analysis obtained 6 main quality attributes which were prioritized, namely attributes number 18, 14, 8, 6, 5, and 13. The proposed improvements of Teoriya Resheniya Izobreatatelskikh Zadatch are: retraining; recruitment of new medical personnel must be in accordance with the needs; officers and nurses must remain polite and friendly even though the patient is not polite; we recommend that all employees in RSUD Tidar in Magelang City should be more open with patients and visitors; maximizing the performance of available officers; providing security officers to reprimand or sanction officers who violate regulations in terms of neatness and cleanliness

Keywords: Service Quality, Customer Satisfaction, Performance, Level of Importance