

# PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

## INTISARI

Puskesmas Induk Tegalrejo Yogyakarta termasuk salah satu sarana pelayanan kesehatan di Yogyakarta. Penelitian ini ditujukan untuk melihat kualitas pelayanan obat ditinjau dari aspek *reliability* (keandalan), *responsiveness* (ketanggapan), *assurance* (jaminan), *empathy* (empati), dan *tangibles* (keberwujudan) serta melihat tingkat kepuasan pelanggan terhadap kualitas pelayanan obat yang diberikan.

Penelitian ini termasuk dalam penelitian survei yang termasuk dalam jenis penelitian non-eksperimental dan rancangan penelitiannya adalah *cross sectional*. Penelitian dilakukan pada saat yang sama sehingga tiap subyek hanya diobservasi satu kali dan pengukuran variabel subyek dilakukan pada saat observasi. Pengolahan data dilakukan dengan metode statistik deskriptif.

Nilai tingkat kesesuaian kualitas pelayanan pada kelompok Askeskin adalah *Reliability* 88,01%, *Responsiveness* 88,98%, *Assurance* 88,25%, *Emphaty* 88,41% dan *Tangibles* 87,32%. Pada kelompok Non-Askeskin nilai tingkat kualitas pelayanan adalah *Reliability* 84,40%, *Responsiveness* 84,60%, *Assurance* 86,02%, *Emphaty* 83,78% dan *Tangibles* 84,54%.

Kualitas pelayanan obat pasien rawat jalan yang diberikan pada pasien Askeskin & Non-Askeskin berbeda signifikan pada aspek *Reliability*, *Responsiveness*, dan *Emphaty*, sedangkan pada aspek *Assurance* dan *Tangibles* berbeda tidak signifikan. Kepuasan pelayanan obat memiliki nilai *gap* negatif artinya pasien kurang puas dengan harapan lebih tinggi dibandingkan kenyataan. Tetapi berdasarkan tingkat kesesuaian diketahui bahwa pasien puas terhadap pelayanan obat yang telah diberikan.

Kata kunci: kualitas pelayanan obat, kepuasan pasien, *Reliability*, *Responsiveness*, *Assurance*, *Empathy*, dan *Tangibles*.

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## *ABSTRACT*

Puskesmas Tegalarjo Yogyakarta is one primary public health care facility in Yogyakarta. This study aimed to see medical services quality in reliability, responsiveness, assurance, empathy, and tangible aspects and to see the effect of services quality in patient satisfaction.

This is a survey research, design non-experimental research in cross sectional. The study was conducted at the same time so that each subject is observed only once and the subjects performed measurements of variables at the time of observation. Data processing is done by descriptive statistical methods.

The value of services quality on the Askeskin group was 88.01% Reliability, 88.98% Responsiveness, 88.25% Assurance, 88.41% Emphaty and 87.32% Tangibles. In the Non-Askeskin group the services quality was 84.40% Reliability, 84.60% Responsiveness, 86.02% Assurance, 83.78% Emphaty and 84.54% Tangibles.

The medical service quality of Askeskin and Non-Askeskin outpatient provided by Puskesmas Tegalarjo Yogyakarta is different mainly on aspects of Reliability, Responsiveness and Emphaty. Assurance and Tangibles there is no difference in quality medical services are provided by dispensary staff at the dispensing room in Puskesmas Tegalarjo. Quality of medical service provided have a negative gap, that mean expectation is higher than the reality. But in suitability level patient have satisfied with medical services.

Key word: quality of medical services, patient satisfaction, Reliability, Responsiveness, Assurance, Emphaty, and Tangibles.