

ABSTRAK

PERBEDAAN KUALITAS PELAYANAN ASKES SEBELUM DAN SESUDAH MENJADI BPJS KESEHATAN DITINJAU DARI DIMENSI *RELIABILITY*, *ASSURANCE*, *TANGIBLE*, *EMPATHY*, DAN *RESPONSIVENESS* DI RSUD SLEMAN YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui perbedaan kualitas pelayanan Askes sebelum dan sesudah menjadi BPJS Kesehatan ditinjau dari dimensi *reliability*, *assurance*, *tangible*, *empathy*, dan *responsiveness* di RSUD Sleman Yogyakarta.

Penelitian ini merupakan penelitian komparatif yang dilaksanakan di Rumah Sakit Umum Daerah Sleman Yogyakarta. Populasi dalam penelitian ini adalah semua peserta Askes BPJS Kesehatan di RSUD Sleman Yogyakarta. Teknik pengambilan sampel menggunakan *purposive sampling*, sampel yang diambil berjumlah 60 responden. Data dikumpulkan menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Data dianalisis dengan menggunakan *paired sample t-test*, dengan taraf kesalahan 5% serta pengolahan data menggunakan *SPSS versi 16.00 for windows*.

Hasil penelitian ini menunjukkan bahwa kualitas pelayanan Askes sesudah menjadi BPJS Kesehatan ditinjau dari dimensi *reliability*, *assurance*, *tangible*, *empathy*, dan *responsiveness* di RSUD Sleman Yogyakarta semakin membaik, yaitu: (1) ada perbedaan yang signifikan kualitas pelayanan Askes sebelum dan sesudah menjadi BPJS Kesehatan ditinjau dari dimensi *reliability* ($\rho=0,001 < \alpha=0,05$) dimana obat yang diberikan semakin manjur dan surat rujukan semakin mudah didapatkan; (2) ada perbedaan yang signifikan kualitas pelayanan Askes sebelum dan sesudah menjadi BPJS Kesehatan ditinjau dari dimensi *assurance* ($\rho=0,001 < \alpha=0,05$) dimana harga obat yang disediakan semakin murah; (3) ada perbedaan yang signifikan kualitas pelayanan Askes sebelum dan sesudah menjadi BPJS Kesehatan ditinjau dari dimensi *tangible* ($\rho=0,001 < \alpha=0,05$) dimana tenaga dan peralatan medis lebih lengkap dan kebersihan yang lebih terjaga; (4) ada perbedaan yang signifikan kualitas pelayanan Askes sebelum dan sesudah menjadi BPJS Kesehatan ditinjau dari dimensi *emphaty* ($\rho=0,003 < \alpha=0,05$) dimana pasien lebih dipedulikan, diutamakan, dan dihargai dalam pelayanan kesehatan; (5) ada perbedaan yang signifikan kualitas pelayanan Askes sebelum dan sesudah menjadi BPJS Kesehatan ditinjau dari dimensi *responsiveness* ($\rho=0,016 < \alpha=0,05$) dimana penggunaan kartu BPJS yang mudah untuk mendapatkan pelayanan kesehatan dan respon penanganan keluhan yang cepat.

Kata kunci: Kualitas Pelayanan, Askes, BPJS Kesehatan, *Paired sample t-test*

ABSTRACT

**THE DIFFERENCE OF SERVICE QUALITY OF HEALTH INSURANCE
(ASKES) BEFORE AND AFTER BECOMING *BPJS KESEHATAN*
PERCEIVED FROM THE DIMENSION OF RELIABILITY, ASSURANCE,
TANGIBLE, EMPHATY, AND RESPONSIVENESS IN SLEMAN LOCAL
PUBLIC HOSPITAL YOGYAKARTA**

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The aims of this research are to know : the difference of service quality of *Askes* before and after becoming *BPJS Kesehatan* perceived from dimension of reliability, assurance, tangible, empathy, and responsiveness.

This research is a comparative study in Sleman Local Public Hospital, Yogyakarta. The population in this research were all participants of *Askes BPJS Kesehatan* in Sleman Local Public Hospital, Yogyakarta. The sampling technique was purposive sampling, the samples were 60 respondents. The technique of gathering data was questionnaire, which had been tested its validity and reliability. The data were analysed by paired sample t-test, with 5% error level and the processing of data using SPSS of windows versi on 16.0.

The results of this research show that the service quality after becoming *BPJS Kesehatan* perceived from dimension of reliability, assurance, tangible, empathy, and responsiveness in Sleman Local Public Hospital Yogyakarta is getting better, i.e.:

(1) there are some significant differences in the service quality of *Askes* before and after becoming *BPJS Kesehatan* perceived from dimension of reliability ($\rho=0,001<\alpha=0,05$) where the medicine is given more potentially and reference letters more easily obtained; (2) there are some significant differences in the service quality of *Askes* before and after becoming *BPJS Kesehatan* perceived from dimension of assurance ($\rho=0,001<\alpha=0,05$) where the price of medicine is cheaper; (3) there are some significant differences in the service quality of *Askes* before and after becoming *BPJS Kesehatan* perceived from dimension of tangible ($\rho=0,001<\alpha=0,05$) where the person and medical equipment more complete and the hygiene are more guaranteed than before; (4) there are some significant differences in the service quality of *Askes* before and after becoming *BPJS Kesehatan* perceived from dimension of empathy ($\rho=0,003<\alpha=0,05$) where the patient is concerned, precedent, and appreciated in health care; (5) there are some significant differences in the service quality of *Askes* before and after becoming *BPJS Kesehatan* perceived from dimension of responsiveness ($\rho=0,016<\alpha=0,05$) where the use *BPJS* cards are easy to get health care and the response of complaints are quick.

Keywords: Service Quality, *Askes*, *BPJS Kesehatan*, Paired sample t-test