

ABSTRAK

PENERAPAN PRINSIP-PRINSIP *GOOD GOVERNANCE* UNTUK MENINGKATKAN KUALITAS PELAYANAN PUBLIK

(Studi Kasus pada Puskesmas Kasihan II)

Cresentia Recaeli Sabina Florietha

NIM : 222114033

Universitas Sanata Dharma

Yogyakarta

2026

Penelitian ini bertujuan untuk mengetahui dan mendeskripsikan penerapan prinsip-prinsip *good governance*, kualitas pelayanan publik, serta keterkaitan keduanya di Puskesmas Kasihan II, Kabupaten Bantul, Daerah Istimewa Yogyakarta. Kualitas pelayanan publik di sektor kesehatan menjadi isu yang penting mengingat masih banyak keluhan masyarakat terkait prosedur yang berbelit-belit, waktu tunggu yang lama, dan kurangnya transparansi informasi.

Penelitian ini menggunakan pendekatan kualitatif deskriptif jenis studi kasus. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi yang melibatkan pegawai dan tenaga kesehatan serta masyarakat penerima pelayanan di Puskesmas Kasihan II. Analisis data menggunakan model Miles dan Huberman yang mencakup reduksi data, penyajian data, dan penarikan kesimpulan. Lima prinsip *good governance* menurut UNDP (1997) yang dianalisis yaitu transparansi, akuntabilitas, responsibilitas, kesetaraan, serta efektivitas dan efisiensi. Kualitas pelayanan diukur dengan menggunakan sepuluh dimensi menurut Zeithaml dkk. (1990).

Hasil penelitian menunjukkan bahwa Puskesmas Kasihan II telah menerapkan kelima prinsip *good governance*, meskipun masih terdapat beberapa aspek yang perlu dioptimalkan. Kualitas pelayanan publik secara umum dinilai baik oleh masyarakat. Terdapat keterkaitan yang erat antara penerapan prinsip-prinsip *good governance* dengan kualitas pelayanan publik, dimana semakin baik tata kelola yang diterapkan maka semakin meningkat pula kualitas pelayanan yang dirasakan oleh masyarakat.

Kata Kunci : *good governance*, kualitas pelayanan publik, puskesmas

ABSTRACT

***APPLICATION OF GOOD GOVERNANCE PRINCIPLES TO IMPROVE
PUBLIC SERVICE QUALITY***

(Case Study at Kasihan II Community Health Center)

Cresentia Recaeli Sabina Florietha

NIM : 222114033

Universitas Sanata Dharma

Yogyakarta

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This study aims to determine and describe the implementation of good governance principles, public service quality, and their relationship at Kasihan II Community Health Center, Bantul Regency, Yogyakarta Special Region. The quality of public services in the health sector is a critical issue given the continued high number of public complaints regarding complicated procedures, long waiting time, and a lack of information transparency.

This study used a qualitative, descriptive case study approach. Data were collected through interviews, observations, and documentation involving employees and healthcare workers, as well as community members receiving services at Kasihan II Community Health Center. Data analysis used the Miles and Huberman model, which includes data reduction, data presentation, and conclusion drawing. The five principles of good governance analyzed, according to the UNDP (1997), were transparency, accountability, responsibility, equality, and effectiveness and efficiency. Service quality was measured using the ten dimensions of Zeithaml et al. (1990).

The results indicate that Kasihan II Community Health Center has implemented the five principles of good governance, although several aspects still need to be optimized. The public generally assesses the quality of public services as good. There is a close relationship between the implementation of good governance principles and the quality of public services, whereby the better the governance implemented, the higher the quality of service perceived by the public.

Keywords : good governance, quality of public service, community health center