

ABSTRAK

Puskesmas sebagai salah satu fasilitas kesehatan dasar perlu terus meningkatkan kualitas pelayanannya agar pasien merasa puas. Fenomena yang terjadi terkait dengan kualitas pelayanan kesehatan di Puskesmas Denpasar Barat I yaitu pasien belum optimal merasa puas dengan pelayanan yang diterima. Berdasarkan data tingkat kepuasan masyarakat di Puskesmas Denpasar Barat I Tahun 2022 sebesar 82,83% dan tahun 2023 sebesar 81,59% dari target puskesmas yakni 90%. Di dukung dengan data tingkat kepuasan masyarakat di puskesmas Denpasar Barat II Tahun 2022 sebesar 86,89% dan tahun 2023 sebesar 91,71%. Penelitian ini bertujuan untuk mengetahui gambaran kepuasan pasien terhadap kualitas pelayanan di Puskesmas Denpasar Barat I.

Penelitian ini merupakan penelitian deskriptif kuantitatif dengan pengumpulan data menggunakan kuesioner skala Likert. Sampel terdiri dari 100 pasien yang dipilih secara *purposive sampling*. Teknik analisis data menggunakan analisis deskriptif.

Hasil penelitian menunjukkan bahwa secara keseluruhan, pasien puas terhadap kualitas pelayanan di Puskesmas Denpasar Barat I. Kepuasan pasien tertinggi terdapat pada dimensi *reliability* dengan nilai rata-rata 3,22. Sementara itu, dimensi empati (*empathy*) mendapatkan nilai rata-rata terendah yaitu 2,45 yang berarti pasien kurang puas pada dimensi tersebut. Hal ini mengindikasikan bahwa petugas kesehatan di Puskesmas Denpasar Barat I perlu meningkatkan kemampuan dalam memberikan perhatian individual kepada pasien. Secara umum, pasien puas terhadap kualitas pelayanan di Puskesmas Denpasar Barat I. Namun, terdapat aspek empati yang perlu ditingkatkan agar kepuasan pasien semakin optimal.

Kata kunci: Kualitas pelayanan, Kepuasan Pasien, Puskesmas, dimensi.

ABSTRACT

Puskesmas as one of the basic health facilities needs to continue to improve the quality of its services so that patients feel satisfied. The phenomenon that occurs is related to the quality of health services at the West Denpasar I Health Center, namely that patients are not yet optimally satisfied with the services they receive. Based on data, the level of community satisfaction at the West Denpasar I Community Health Center in 2022 is 82.83% and in 2023 it is 81.59%. The target for community health centers is 90%. Supported by data on the level of community satisfaction at the West Denpasar II Community Health Center in 2022, it was 86.89% and in 2023 it was 91.71%. This study aims to determine the description of patient satisfaction with the quality of service at the West Denpasar I Community Health Center.

This study aims to investigate patient satisfaction with the quality of services at Puskesmas Denpasar Barat I. This research is a quantitative descriptive study, with data collection using a Likert scale questionnaire. The sample consisted of 100 patients selected through purposive sampling.

We used descriptive analysis to analyze the data. The results of the study indicate that, overall, patients are satisfied with the quality of services at Puskesmas Denpasar Barat I. The reliability dimension exhibited the highest level of patient satisfaction, with an average value of 3.22. Meanwhile, the empathy dimension received the lowest average value of 2.45, indicating that patients were less satisfied with this aspect. This suggests that the healthcare personnel at Puskesmas Denpasar Barat I need to improve their ability to provide individual attention to patients. In general, patients are satisfied with the quality of services at Puskesmas Denpasar Barat I. However, the aspect of empathy requires further improvement to optimise patient satisfaction.

Keywords: service quality, patient satisfaction, puskesmas, dimension