

ABSTRAK

Pelayanan kesehatan mata berperan penting dalam meningkatkan kualitas hidup, terutama pada lansia. Gangguan penglihatan masih menjadi masalah utama di Indonesia dan memerlukan pelayanan yang berkualitas, khususnya di fasilitas rawat jalan seperti poli mata. Penelitian ini bertujuan untuk mengetahui tingkat kepuasan pasien, kualitas pelayanan, serta hubungan keduanya di Poli Mata Rumah Sakit Islam Al-Muchtar Karawang. Penelitian menggunakan pendekatan kuantitatif dengan *cross-sectional*. Data dikumpulkan dari 193 responden melalui teknik *purposive sampling* dan dianalisis menggunakan uji *Spearman rank*. Hasil menunjukkan kepuasan pasien berada dalam kategori puas (skor rata-rata 3,7), dan kualitas pelayanan dalam kategori baik (skor rata-rata 3,8). Dimensi empati memiliki skor tertinggi (4,0), sedangkan daya tanggap terendah (3,7). Hasil uji *Spearman* menunjukkan nilai signifikansi $0,01 < 0,05$, yang berarti terdapat hubungan signifikan antara kepuasan pasien dan kualitas pelayanan. Semakin tinggi kepuasan pasien, maka semakin baik pula kualitas pelayanan yang dirasakan. Penelitian ini menegaskan pentingnya memahami persepsi pasien untuk meningkatkan mutu pelayanan di poli rawat jalan.

Kata kunci: Kepuasan pasien, kualitas pelayanan, poli mata, Rumah Sakit Islam Al-Muchtar Karawang.



ABSTRACT

Eye healthcare plays a vital role in the quality of life and productivity of communities, especially the elderly. Visual impairment remains a major health issue in Indonesia and requires quality healthcare services, particularly in outpatient settings such as eye clinics. This study aimed to analyze patient satisfaction, service quality, and the correlation between the two at the Eye Clinic of Al-Mughtar Islamic Hospital Karawang. The research applied a quantitative method with a cross-sectional design. Data were collected from 193 respondents using purposive sampling and analyzed with the Spearman rank correlation test. Descriptive analysis showed that patient satisfaction was categorized as “satisfied” (average score 3.7), and service quality as “good” (average score 3.8). The empathy dimension had the highest score (4.0), while responsiveness had the lowest (3.7). The Spearman test result showed a significance value of $0.01 < 0.05$, indicating a significant correlation between patient satisfaction and service quality. The findings conclude that higher patient satisfaction is associated with better perceived service quality. This study emphasizes the importance of understanding patient perceptions as a basis for improving healthcare service quality in outpatient settings.

Keywords: Patient satisfaction, service quality, eye clinic, Islamic Al-mughtar Hospital Karawang.

