

ABSTRAK

Pelayanan yang baik merupakan harapan bagi setiap pasien. Dalam upaya kesejahteraan masyarakat pemerintah mendirikan program BPJS sebagai bentuk tanggung jawab. Implementasi BPJS yang belum sepenuhnya berhasil akibat hambatan seperti distribusi fasilitas, petugas medis, dan kondisi geografis yang menciptakan ketidakadilan. Penelitian ini bertujuan untuk menganalisis kepuasan pasien rawat jalan peserta JKN terhadap pelayanan di Instalasi Farmasi Rumah Sakit Karya Husada. Metode yang digunakan adalah metode *Service Quality* lima dimensi *Tangible*, *Reliability*, *Responsiveness*, *Assurance*, dan *Empathy* dianalisis dengan SPSS 26 dengan uji univariat, dan uji bivariat. Instrumen yang digunakan valid dan reliabel. Hasil kepuasan pasien yaitu *Tangible* (76,5%), (79%), (80%) puas. *Reliability* (81,7%), (85,6%), (87,4%), (85,6%) sangat puas. *Responsiveness* (88,5%), (86,8%), (78%) sangat puas dan puas. *Assurance* (91%), (84%), dan (81,8%) sangat puas. *Empathy* (86,8%) dan (87,2%) sangat puas. Kepuasan pasien terhadap pelayanan di Instalasi Farmasi Rumah Sakit Karya Husada puas dengan nilai 1.180% yang artinya kualitas pelayanan rumah sakit baik. Tidak ditemukan korelasi antara kepuasan pasien dengan karakteristik pasien karena nilai signifikansi $> 0,05$.

Kata Kunci: Kepuasan, *Servqual*, JKN

ABSTRACT

Good service is an expectation for every patient. In an effort to improve the welfare of the community, the government established the BPJS programme as a form of responsibility. The implementation of BPJS has not been fully successful due to obstacles such as the distribution of facilities, medical personnel, and geographical conditions that create injustice. This study aims to analyse the satisfaction of JKN participant outpatients with services at the Karya Husada Hospital Pharmacy Installation. The method used is the five-dimensional Service Quality method Tangible, Reliability, Responsiveness, Assurance, and Empathy analysed with SPSS 26 with univariate tests, and bivariate tests. The instruments used are valid and reliable. The results of patient satisfaction are Tangible (76.5%), (79%), (80%) satisfied. Reliability (81.7%), (85.6%), (87.4%), (85.6%) very satisfied. Responsiveness (88.5%), (86.8%), (78%) very satisfied and satisfied. Assurance (91%), (84%), and (81.8%) are very satisfied. Empathy (86.8%) and (87.2%) are very satisfied. Patient satisfaction with services at the Karya Husada Hospital Pharmacy Installation is satisfied with a value of 1,180%, which means that the quality of hospital services is good. No correlation was found between patient satisfaction and patient characteristics because the significance value > 0.05 .

Keywords: Satisfaction, *Servqual*, JKN