

ABSTRAK

Latar Belakang : Puskesmas sebagai institusi jasa kesehatan masyarakat harus bisa memberikan pelayanan sesuai dengan harapan pasien. Harapan pasien yang terpenuhi akan memberikan kepuasan. Pelayanan pendaftaran di Puskesmas Sempor I mendapat keluhan dari pasien yaitu sikap petugas yang tidak ramah dan tidak fokus melayani pasien.

Tujuan : Mengetahui kepuasan pasien di tempat pendaftaran berdasarkan lima dimensi kualitas jasa dengan pengukuran gap, atribut yang berpengaruh terhadap kepuasan pasien di tempat pendaftaran berdasarkan *Importance Performance Analysis* (IPA), dan prioritas perbaikan atribut berdasarkan *Potential Gain Customer Value* (PGCV).

Metode : Jenis penelitian deskriptif dengan pendekatan kuantitatif dan rancangan penelitian *cross sectional*. Populasi penelitian adalah pasien yang melakukan pendaftaran di tempat pendaftaran. Jumlah sampel diambil sebanyak 96 responden menggunakan teknik *accidental sampling*. Pengambilan data menggunakan metode angket. Analisis data menggunakan statistik deskriptif, analisis kesenjangan, *importance performance analysis*, dan *potential gain customer value*.

Hasil : Kesenjangan antara kenyataan dan harapan bernilai negatif yaitu -0,26. Tingkat kesesuaian sebesar 92,5%. Berdasarkan diagram kartesius terdapat empat atribut di kuadran I, delapan atribut di kuadran II, enam atribut di kuadran III, dan tidak ada atribut di kuadran IV. Hasil indeks PGCV menyebutkan bahwa urutan prioritas perbaikan pertama adalah kenyamanan di ruang tunggu pendaftaran.

Kesimpulan: Kesenjangan yang bernilai negatif menunjukkan pelayanan yang diterima lebih kecil dari harapan pasien sehingga pasien tidak puas. Atribut yang mempengaruhi pasien dan perlu diperbaiki terletak pada kuadran I dan III diagram kartesius.

Kata Kunci : Kepuasan Pasien, *Importance Performance Analysis*, *Potential Gain Customer Value*.

ABSTRACT

Background: Primary Health Center as public health services to be able to provide services in accordance with the patient's expectations. Expectations of patients who met will give you satisfaction. Registration services in Health Center Sempor I Kebumen got complaints from patients that the attitude of the officer who was not friendly and did not focus on serving patients.

Objective : Knowing patient satisfaction in the registration based on five dimensions of service quality with the measurement gap, the attributes that influence patient satisfaction in the registration by Importance Performance Analysis (IPA), and the improvement priority attributes based on Potential Gain Customer Value (PGCV).

Methods : Quantitative descriptive and cross sectional study design. The study population was patients who apply for registration at the place of registration. The number of samples taken as many as 96 respondents using accidental sampling technique. Retrieval of data using questionnaires. Data analysis using descriptive statistics, gap analysis, importance performance analysis, and potential gain customer value .

Results : The gap between reality and expectations of a negative value is -0.26. 92.5% concordance rate. Based on the Cartesian diagram, there are four attributes in quadrant I, eight attributes in quadrant II, six attributes in quadrant III, and no attributes in quadrant IV. PGCV index results mention that the first order of priority is the improvement of comfort in the lounge area of registration.

Conclusion: The gap is negative shows the services received is smaller than the expectations of the patient so that the patient is not satisfied. Attributes that affect patients and needs to be repaired is located in quadrants I and III Cartesian diagram.

Keywords : Patient Satisfaction, Importance Performance Analysis, Potential Gain Customer Value.