ABSTRAK

Latar Belakang: Keberhasilan pelayanan yang diberikan oleh Puskesmas dapat ditunjukkan oleh kepuasan pasien. Kepuasan pasien diukur untuk mengetahui tingkat kebermanfaatan pelayanan serta dapat menjamin mutu pelayanan. Terdapat indikator dari Indeks Kepuasan Masyarakat di Puskesmas Gedongtengen yang memiliki kategori kurang baik.

Tujuan: Menganalisis kepuasan pasien dengan pengukuran *gap*, *Importance Performance Analysis* (IPA) dan indeks *Potential Gain Customer Value* (PGCV).

Metode: Jenis penelitian kuantitatif deskriptif dengan rancangan penelitian *cross sectional.* Populasi penelitian adalah pasien Puskesmas Gedongtengen. Jumlah sampel adalah 97 responden dengan teknik *consecutive sampling.* Pengambilan data menggunakan kuesioner. Penelitian dilaksanakan pada bulan Januari sampai April 2020 yang dianalisis menggunakan statistik deskriptif, *gap*, IPA, dan PGCV.

Hasil: Kesenjangan antara kenyataan dan harapan bernilai -0,356 dengan tingkat kesesuaian 90,3%. Berdasarkan analisis diagram kartesius terdapat 4 atribut di kuadran I, 8 atribut di kuadran II, 3 atribut di kuadran III, dan 5 atribut di kuadran IV. Berdasarkan indeks PGCV urutan prioritas perbaikan pertama adalah fasilitas tambahan yang menarik seperti televisi dan koran atau majalah agar pasien tidak bosan saat menunggu antrean.

Kesimpulan: Pasien masih belum puas terhadap pelayanan di Puskesmas Gedongtengen sehingga diperlukan perbaikan dengan cara petugas memastikan televisi dalam kondisi menyala serta menyediakan koran serta majalah di tempat yang strategis, menambah satu mesin antrean, dan menambah tempat duduk di ruang tunggu luar ruangan.

Kata kunci: *gap,* IPA , kepuasan pasien, PGCV.

ABSTRACT

Background: The success of services in Puskesmas can be demonstrated by patient satisfaction. Patient satisfaction is measured to determine the service usefulness level and can guarantee the service quality. There is indicator of the Community Satisfaction Index in Puskesmas Gedongtengen which has an unfavorable category.

Objective: Analyze patient satisfaction by measuring gaps, Importance Performance Analysis (IPA) and Potential Gain Customer Value (PGCV) index.

Methods: This type was quantitative descriptive research with cross sectional study design. The population were Puskesmas Gedongtengen patients. The number of samples were 97 respondents with consecutive sampling technique. Data retrieval used a questionnaire. The study conducted in January to April 2020 and analyzed with descriptive statistics, gaps, IPA, and PGCV.

Results: The gap between reality and expectation is -0,356 with relevancy level 90,3%. Based on Cartesian Diagram analysis there were 4 attributes in quadrant I, 8 attributes in quadrant II, 3 attributes in quadrant III, and 5 attributes in quadrant IV. Based on the PGCV index the first priority of improvement was additional interesting facilities such as television and newspapers or magazines so that patients are not bored while waiting in line.

Conclusion*:* Patients were still not satisfied with Puskesmas Gedongtengen services so needed improvement by ensuring the television is turned on and providing newspapers and magazines in strategic locations, add one queuiing machine and seat in the outdoor waiting room.

Keywords*:* gap*,* IPA , patient satisfaction*,* , PGCV.