

## ABSTRAK

**Latar belakang :** Puskesmas Seyegan Dinas Kesehatan Kabupaten Sleman merupakan salah satu Puskesmas dengan pendapatan kapitasi BPJS terbesar di antara 25 Puskesmas di Kabupaten Sleman. Angka pencapaian kinerja KBK (Kapitasi Berbasis Kinerja) dari BPJS Indikator Rasio Peserta Prolanis Terkendali (RPPT) tidak pernah tercapai. Dari data kunjungan pasien rawat jalan poli umum Puskesmas Seyegan dan prolanis menunjukkan pasien hipertensi dan diabetes yang masuk ke klub prolanis dibandingkan jumlah kunjungan pasien hipertensi ke Puskesmas Seyegan rata-rata 13%. Puskesmas Seyegan perlu perbaikan dalam pelaksanaan layanan Prolanis dengan mempertimbangkan faktor-faktor yang mempengaruhi mutu dan kualitas layanan pelanggan peserta prolanis. Kualitas layanan memiliki lima dimensi, yaitu tampilan fisik (*tangibles*), empati (*emphaty*), kehandalan (*reliability*), daya tanggap (*responsiveness*) dan jaminan (*assurance*). Penelitian dilakukan di Puskesmas Seyegan dengan responden seluruh peserta layanan prolanis yang memenuhi syarat.

**Tujuan penelitian:** Mengetahui kualitas layanan dan loyalitas pasien peserta Prolanis di Puskesmas Seyegan

**Metode penelitian:** Penelitian ini merupakan non eksperimental dengan pendekatan mixed methods dengan desain studi sequential explanatory mengembangkan penelitian mengkombinasikan metode kuantitatif dan dilanjutkan kualitatif. Hasil penelitian kualitatif diharapkan dapat memperdalam hasil data kuantitatif dan memperoleh hasil terintegrasi pemahaman lebih baik serta mudah didiskripsikan. Pengumpulan data primer dilakukan melalui kuesioner bagi peserta prolanis dan wawancara terhadap responden. Survey dan wawancara dilakukan pada seluruh peserta prolanis.

**Hasil Penelitian:** Uji bivariabel menunjukkan bahwa dari ke lima dimensi SERVQUAL yang terbukti signifikan secara statistic adalah dimensi tangiabel dengan pvalue 0.001 dan dimensi emphaty dengan p-value sebesar 0.002. Nilai odd ratio dari ke lima dimensi menunjukkan hasil  $> 1$  yang artinya bahwa semua dimensi tersebut mempunyai hubungan positif dengan loyalitas peserta prolanis. Dari analisis multivariabel, diketahui hasil  $OR > 1$  artinya semua variable kualitas layanan berhubungan positif dengan variabel loyalitas peserta prolanis, bisa diasumsikan semakin puas peserta prolanis maka semakin loyal pula peserta prolanis. Variabel tangible, reliability, responsiveness, assurance dan emphaty berpotensi sebagai faktor yang berhubungan dengan variabel loyalitas, namun variabel yang berhubungan secara statistik level kemaknaan 0.05 adalah variabel tangible dan assurance. Integrasi hasil kuantitatif dan kualitatif menggunakan teknik joint display. Teknik ini bertujuan untuk memvisualisasikan integrasi hasil penelitian mix methods dan dapat membuat rekomendasi hasil yang baik. Hasil analisis yang didapat diketahui bahwa faktor tangible dan assurance berpengaruh secara positif dan signifikan terhadap loyalitas peserta prolanis. hasil kualitatif mendukung hasil penelitian kuantitatif, selain itu terdapat informasi baru yang memberikan alasan loyalitas peserta prolanis.

**Kesimpulan:** Kualitas Layanan pada pasien terhadap pelayanan aspek: jaminan dan bukti fisik secara keseluruhan atau secara agregat berpengaruh positif terhadap Loyalitas Pasien peserta layanan Prolanis Puskesmas Seyegan. Kualitas layanan pada pasien terhadap pelayanan aspek keandalan, daya tanggap dan empati, secara parsial mempunyai pengaruh signifikan terhadap loyalitas pasien. Dari hasil pembahasan dapat diketahui bahwa variabel Kualitas Layanan terhadap bukti fisik merupakan variabel yang mempunyai pengaruh paling dominan terhadap loyalitas pasien, yang kedua diikuti oleh variabel kualitas layanan terhadap jaminan.

**Kata kunci:** Peserta Prolanis, kualitas layanan, loyalitas

## ABSTRACT

**Background:** The Seyegan Health Center of the Sleman Regency Health Office is one of the Health Centers with the largest BPJS capitation income among the 25 Health Centers in the Sleman Regency. However the performance achievement rate of the KBK (Capitation Based on Performance) from BPJS Indicator of Controlled Prolanist Participant Ratio (RPPT) was never reached. From the data of general poly outpatient visits in Seyegan Public Health Center and prolanis visits, it was seen that hypertension and diabetes patients who visited prolanis club compared to the number of hypertension patients visiting Seyegan Health Center were 13% on average. Thus the Seyegan Health Center needs improvement in the implementation of Prolanis services by considering the factors that influence in improving the quality and customer satisfaction of prolanis participants. For this reason, a study was conducted to measure the quality of service and patient loyalty of prolanis participants using the theory of service quality by Parasuraman et al. (1994) which states that service quality has five dimensions, namely physical appearance (tangibles), empathy (emphaty), reliability (reliability), responsiveness (responsiveness) and guarantee (assurance). Customer loyalty is a variable that is measured based on behavioral measures namely: using repeat services / products, not buying outside of products / services, recommending other products, not switching to competitors' offers. The research was conducted at the Seyegan Community Health Center with respondents from all participants who were eligible for prolanist services.

**Objective:** Knowing the quality of service and loyalty of patients participating in Prolanis at the Seyegan Health Center

**Methods:** This research is a non-experimental research with a mixed methods approach with a sequential explanatory study design where researchers develop research by combining quantitative methods and proceed with qualitative methods. Qualitative research results are expected to deepen quantitative data results and obtain integrated results with better understanding and easily described. Primary data collection is done through questionnaires for prolanis participants and interviews with respondents. Surveys and interviews were conducted on all prolanist participants

**Results and Discussion:** Integration of quantitative and qualitative research results using joint display techniques. This technique aims to visualize the integration of research results in mix methods and can make recommendations for good results. From the results of the discussion it can be seen that the Satisfaction variable on physical evidence is the variable that has the most dominant influence on patient loyalty, the second is followed by satisfaction with guarantee variables. Efforts to increase the loyalty of prolanis participants must be done by means of active communication between the responsible person of the prolanis and the friendly and competent behavior of officers is expected to be able to provide comfort for prolanist participants to remain loyal in participating in the prolanis program.

**Conclusion and Recommendation:** Patient satisfaction with service aspects: guarantee and physical evidence as a whole or in the aggregate have a positive effect on the Loyalty of Patients participating in the Prolanis Seyegan Health Center service. From the results of the discussion it can be seen that the Satisfaction variable on physical evidence is the variable that has the most dominant influence on patient loyalty, the second is followed by satisfaction with guarantee variables.

**Keywords:** Prolanis participants, service quality, loyalty