

ABSTRAK

Latar Belakang: Masyarakat menginginkan pelayanan kesehatan hewan yang berkualitas yang ditunjukkan dengan peningkatan gugatan hukum pada pelayanan jasa medik veteriner sejak tahun 2008. Definisi dan pemetaan dimensi kualitas pelayanan jasa medis veteriner di bidang klinik di Indonesia sampai saat ini belum pernah diteliti.

Metode: Desain penelitian berupa kualitatif eksplorasi. Data dikoleksi melalui 18 wawancara *in-depth* kepada 14 partisipan pemberi layanan (*provider*) dan 4 partisipan penerima pelayanan (klien) jasa medis veteriner. Wawancara panel dilaksanakan dua kali, pertama dengan komunitas pecinta kucing sejumlah 4 pemilik kucing dan wawancara panel kedua dilakukan terhadap 2 pemilik anjing. Kriteria partisipan merupakan pihak perorangan yang pernah memberikan atau menerima pelayanan jasa medis veteriner. Hasil wawancara ditranskrip dan dikoding dengan bantuan *software* Atlas.ti[®] 8. Hasil koding dikelompokkan menjadi subkategori, kategori, dan tema.

Hasil: Hasil wawancara menghasilkan 20 transkrip, 1286 koding, 41 subkategori, 11 kategori, dan 3 tema. Hasil kategori yang diperoleh memiliki potensi sebagai dimensi kualitas pelayanan jasa medis veteriner berupa: keorganisasian dan koordinasi pelayanan; *networking/kerjasama* eksternal; profesionalitas dan integritas moral *provider*; kompetensi *provider*; empati pelayanan; informasi, komunikasi dan edukasi pelayanan; kepercayaan dan keterlibatan klien; keamanan dan kenyamanan pelayanan; struktur dan fasilitas pelayanan; dinamika dunia pelayanan kesehatan hewan; dan mengutamakan pasien.

Kesimpulan: Sebelas kategori menjadi dimensi kualitas pelayanan jasa medik veteriner area klinik hewan kesayangan di D.I. Yogyakarta yang terbagi jadi 3 tema. Tema tersebut berupa pelayanan oleh *provider*, interaksi hubungan *provider*-klien, permintaan dan ekspektasi klien. Tema yang memiliki hubungan dengan kualitas pelayanan jasa medik veteriner yang berfokus pada hewan kesayangan di area D.I. Yogyakarta.

Kata Kunci: pelayanan medik veteriner, kualitas pelayanan, persepsi, dimensi kualitas, kesehatan hewan.

ABSTRACT

Background: The increasing demand for veterinary medical service quality from community has been increasing as seen on the raising of lawsuit for veterinary services since 2008. The description of veterinary healthcare service quality in Indonesia was still unclear which part of quality dimension play the role to describe quality in veterinary healthcare service, especially in clinical area.

Methods: Qualitative Explorative as research design. Data Collection was done by 17 In-Depth Interview with 14 service providers and 3 service clients with addition 1 panel interview with 4 cat owner from cat lovers community and 1 panel interview with 2 dog owner. All respondent must have experienced with providing/receiving veterinary healthcare service. Interview Data then transcribed followed with Coding, Categorizing, and being made into Themes with Atlas.ti application which Themes become the fundamental of Quality Dimension of Veterinary Healthcare service.

Results: The interview produced 20 transcripts that were coded-subcategory-categories-themes. The results of the categories obtained have the capacity as a dimension of the quality of veterinary medical services in the form of: managerial services; internal provider communication; professionalism of the provider; service competency, communication skills; client education, honesty and transparency; service security; service facilities; the dynamics of the world of service; service outputs and outcomes; and client assurance.

Conclusion The category becomes the dimension of service quality in D.I. Yogyakarta contains 11 service quality dimensions which are divided into 3 themes. The theme is the value of service; communication and interaction between service providers and clients; and clients demands. This theme affects the veterinary medical services especially in the D.I area. Yogyakarta.

Keywords: veterinary health service, service quality, perspective, quality dimension, animal healthcare.