

INTISARI

Latar Belakang: Peningkatan kualitas pelayanan perlu dilakukan dalam suatu pelayanan kesehatan untuk menciptakan kenyamanan bagi pasien. *Medical check-up* merupakan bagian dari pelayanan kesehatan yang sering dilakukan. Universitas Gadjah Mada memberikan layanan pemeriksaan kesehatan gratis bagi karyawannya. Dilihat dari kunjungan pegawai untuk pemeriksaan kesehatan, dari 1137 tenaga pendidik hanya 580 orang yang datang untuk pemeriksaan kesehatan. Sedangkan dari 2.428 tenaga kependidikan, hanya 1.197 orang yang melakukan pemeriksaan kesehatan. Berdasarkan data tersebut menunjukkan bahwa pelayanan *medical check-up* belum dimanfaatkan dengan baik tanpa mengetahui alasannya. Oleh karena itu peneliti meneliti pelayanan *medical check-up* dari segi kualitas pelayanan untuk mengetahui apakah pelayanan tersebut memuaskan atau tidak menurut persepsi pegawai.

Tujuan Penelitian: Penelitian ini bertujuan untuk mengetahui kualitas pelayanan *medical check-up* di Klinik GMC berdasarkan persepsi Pegawai UGM kluster kedokteran-kesehatan.

Metode: Penelitian ini merupakan penelitian deskriptif kuantitatif dengan rancangan *cross sectional*. Pengambilan data dilakukan kepada 110 responden. Responden merupakan Pegawai UGM lingkup kerja kluster kedokteran-kesehatan. Pengambilan sampel menggunakan teknik *simple random sampling*. Data diambil menggunakan instrument SERVQUAL. Analisis data yang digunakan adalah analisis univariat.

Hasil: Untuk mengetahui kualitas pelayanan *medical check-up* di Klinik GMC dilakukan dengan menghitung skor gap atau selisih nilai antara pelayanan yang dirasakan dengan pelayanan yang diharapkan pada masing-masing dimensi. Skor gap yang diperoleh pada dimensi *tangibles* sebesar -0,7, dimensi *reliability* -0,29, dimensi *responsiveness* 0,25, dimensi *assurance* 0,1, dan dimensi *empathy* 0,28.

Kesimpulan: Kualitas pelayanan *medical check-up* menurut persepsi Pegawai UGM sangat memuaskan berdasarkan dimensi *responsiveness*, *assurance* dan *empathy*. Sedangkan pada dimensi *tangibles* dan *reliability* kualitas pelayanan kurang memuaskan.

Kata Kunci: *expected service*, Gadjahmada medical center (GMC), *medical check-up*, *perceived service*, *service quality*

ABSTRACT

Background: Improving the quality of service needs to be done in a health service to create patients' satisfaction. A medical check-up is a part of health services that are often carried out. Gadjah Mada University provides free medical check-up services for its employees. According to employee visits to do medical check-ups, out of 1137 educators only 580 people came for medical check-ups. Meanwhile, out of 2428 education staff, only 1197 people did medical check-ups. Based on these data, it shows that medical check-up services have not been used properly without any specific reason. Therefore, researchers investigated medical check-up services in terms of service quality to find out whether the service has been satisfactory or not according to employee perceptions.

Research Objectives: This study aimed to determine the quality of medical check-up services at the GMC Clinic based on the UGM employees perception in the medical-health cluster.

Method: This research used a quantitative descriptive study with a cross-sectional design. Data collection was carried out on 110 respondents. Respondents are UGM employees within the medical-health cluster work area. Sampling using a simple random side technique. Data were taken using the SERVQUAL instrument. The data analysis used in this study was univariate.

Result: To determine the quality of medical check-up services at the GMC Clinic, it was done by calculating the gap score or the difference in value between perceived service and expected service in each dimension. The gap score obtained on the tangibles dimension was -0.7, the reliability dimension was -0.29, the responsiveness dimension was 0.25, the assurance dimension was 0.1, and the empathy dimension was 0.28.

Conclusion: According to the perception of UGM employees, the quality of medical check-up services was very satisfying based on the dimensions of responsiveness, assurance, and empathy. While the dimensions of tangibles and the quality of reliability services were unsatisfactory.

Keywords: expected service, Gadjahmada medical center (GMC), medical check-up, perceived service, service quality