

## ABSTRAK

**Latar Belakang :** Rumah sakit sebagai pemberi jasa harus mengetahui hal-hal apa saja yang dianggap penting oleh pasien dan pihak rumah sakit harus berusaha untuk menghasilkan kinerja sebaik-baiknya sehingga dapat memuaskan pasien. Mengetahui penilaian pasien terhadap kualitas pelayanan rumah sakit merupakan hal penting sebagai acuan dalam meningkatkan pelayanan. Pelayanan pendaftaran pasien TNI di RSPAU dr. S. Hardjolukito, mengalami perubahan setelah adanya JKN, yaitu berupa kelengkapan persyaratan administratif dan perbedaan loket pendaftaran. Hal ini menimbulkan pasien TNI komplain dan mengeluhkan lamanya pelayanan pendaftaran.

**Tujuan :** Penelitian ini bertujuan untuk mengetahui rata-rata kenyataan dan rata-rata harapan, mengetahui kesenjangan antara kenyataan dan harapan, dan mengetahui kepuasan pasien TNI terhadap pelayanan pendaftaran rawat jalan berdasarkan *Importance Performance Analysis* (IPA).

**Metode :** Jenis penelitian deskriptif kuantitatif dan rancangan penelitian *cross sectional*. Populasi penelitian ini adalah pasien TNI yang mendapatkan pelayanan pendaftaran rawat jalan. Jumlah sampel diambil sebanyak 100 responden menggunakan teknik *purposive* sampling. Pengambilan data menggunakan metode angket/kuisisioner. Analisis data menggunakan statistik deskriptif, analisis kesenjangan, dan *importance performance analysis*.

**Hasil :** Rata-rata kenyataan 3,196 sedangkan rata-rata harapan 3,472. Kesenjangan antara kenyataan dan harapan bernilai negatif. Tingkat kesesuaian sebesar 92,04%. Berdasarkan diagram kartesius terdapat lima atribut yang berada di kuadran A, empat atribut di kuadran B, lima atribut di kuadran C, dan enam atribut di kuadran D.

**Kesimpulan :** Rata-rata kenyataan berada pada kategori cukup baik. Rata-rata harapan berada pada kategori sangat penting. Kesenjangan bernilai negatif, berarti pelayanan yang diterima lebih kecil daripada harapan. Tingkat kesesuaian kepuasan pasien TNI terhadap pelayanan pendaftaran rawat jalan telah sesuai.

**Kata Kunci :** Kepuasan pasien, rawat jalan, *importance performance analysis*, analisis kesenjangan.

## ABSTRACT

**Background :** The hospital as a service provider must know what are the things that are considered important by the patients and the hospital should strive to produce the best performance so that it can satisfy patient. Knowing the patient's assessment of the quality of hospital services is important as a reference in improving the service. TNI patient registration services at RSPAU dr. S. Hardjolukito, changing after JKN, that is completeness the form administrative and differences in the registration counters. This cause the TNI patients complain of registration services.

**Objective :** This research aims to know the average performance and average expectations, knowing the gap between performance and expectations, and know the TNI patient satisfaction toward the outpatient registration by importance performance analysis (IPA).

**Methods :** Quantitative descriptive and cross sectional study design. The population of this research was TNI patients get outpatient registration service. The number of samples taken 100 respondents using purposive sampling technique. Data retrieval method using question form/questionnaire. Data analysis using descriptive statistics, gap analysis, and importance performance analysis.

**Results :** Average performance is 3,196 and the average expectations is 3.472. The gap between performance and expectations is negative. The level of conformity is 92,04%. Based on the cartesius diagram, there are five attributes that are in quadrant A, four attributes in quadrant B, five attributes in quadrant C, and six attributes in quadrant D.

**Conclusion :** The average performance in the category quite well. The average expectations is at a very important category. The gap is negative, this mean the service received is smaller than expectations. The level of conformity TNI patient satisfaction toward outpatient registration service is appropriate.

**Keywords :** Patient satisfaction, outpatient, importance performance analysis, gap analysis.