

KUALITAS PELAYANAN DI UNIT RAWAT JALAN RUMAH SAKIT UMUM DAERAH KABUPATEN BINTAN KIJANG KOTA

Oleh

Maharani
NIM.2205020115

ABSTRAK

Penelitian ini bertujuan untuk menganalisis kualitas pelayanan di Unit Rawat Jalan Rumah Sakit Umum Daerah (RSUD) Kabupaten Bintan Kijang Kota berdasarkan dimensi *SERVQUAL*, serta mengidentifikasi fenomena permasalahan bagaimana kualitas pelayanan. Penelitian ini penting untuk dilakukan karena masih terdapat permasalahan pelayanan, seperti keterbatasan tenaga dokter, lamanya waktu tunggu pasien, serta belum optimalnya sistem pelayanan berbasis digital yang tentang kualitas pelayanan. Penelitian ini menggunakan teori *SERVQUAL* yang dikemukakan oleh Parasuraman, Zeithaml, dan Berry dengan lima dimensi, yaitu tangibles, reliability, responsiveness, assurance, dan empathy. Metode penelitian yang digunakan adalah penelitian kualitatif dengan pendekatan deskriptif. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi, kemudian dianalisis menggunakan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa kualitas pelayanan di Unit Rawat Jalan RSUD Kabupaten Bintan Kijang Kota secara umum sudah cukup baik, namun belum optimal. Dimensi assurance dan empathy telah berjalan dengan baik, sedangkan dimensi tangibles, reliability, dan responsiveness masih perlu ditingkatkan. Faktor pendukung meliputi komitmen tenaga kesehatan, fasilitas yang memadai, dan penerapan SOP, sedangkan faktor penghambat meliputi keterbatasan sumber daya manusia, tingginya jumlah kunjungan pasien, serta belum optimalnya sistem pelayanan digital. Oleh karena itu, rumah sakit perlu meningkatkan sumber daya manusia, mengoptimalkan digitalisasi pelayanan, serta melakukan evaluasi pelayanan secara berkala. Kesimpulan penelitian ini menunjukkan bahwa dengan tangibles, realibility, responsiveness, assurance dan emphaty dapat meningkatkan kualitas pelayanan di Unit Rawat Jalan RSUD Kabupaten Bintan Kijang Kota.

Kata Kunci: *Kualitas Pelayanan, SERVQUAL, Rawat Jalan, Rumah Sakit*

**QUALITY OF SERVICE AT THE OUTPATIENT UNIT OF THE BINTAN
KIJANG REGIONAL GENERAL HOSPITAL CITY**

By

Maharani

NIM.2205020115

ABSTRAC

This study aims to analyze the quality of service at the Outpatient Unit of the Bintan Kijang Kota District General Hospital (RSUD) based on the SERVQUAL dimensions, as well as to identify issues related to service quality. This research is important because there are still service issues, such as a shortage of doctors, long patient wait times, and a digital service system that is not yet optimized in terms of service quality. This study uses the SERVQUAL theory proposed by Parasuraman, Zeithaml, and Berry, which consists of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The research method used was qualitative research with a descriptive approach. Data were collected through interviews, observations, and documentation, then analyzed using data reduction, data presentation, and conclusion drawing. The results of the study indicate that the quality of service at the Outpatient Unit of the Bintan Kijang Kota District General Hospital is generally quite good, but not yet optimal. The dimensions of assurance and empathy are functioning well, whereas the dimensions of tangibles, reliability, and responsiveness still need improvement. Supporting factors include the commitment of healthcare staff, adequate facilities, and the implementation of SOPs, while hindering factors include limited human resources, a high volume of patient visits, and a digital service system that is not yet optimal. Therefore, the hospital needs to increase its human resources, optimize service digitization, and conduct periodic service evaluations. The conclusion of this study indicates that improving tangibles, reliability, responsiveness, assurance, and empathy can enhance the quality of service at the Outpatient Unit of the Bintan Kijang Kota District General Hospital.

Keywords: *Service Quality, SERVQUAL, Outpatient Care, Hospital.*