

STRATEGI DALAM MENINGKATKAN KUALITAS PELAYANAN PUBLIK

(Studi Pada Layanan Instalasi Rawat Jalan di Rumah Sakit Umum Daerah (RSUD) Raja Ahmad Tabib Provinsi Kepulauan Riau)

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ABSTRAK

Kebijakan publik di bidang pelayanan kesehatan diatur dalam Undang-Undang Nomor 17 Tahun 2023 Tentang Kesehatan. Salah satu bentuk layanannya adalah Instalasi rawat jalan di rumah sakit. Masih ada masalah yang berkaitan dengan kualitas pelayanan publik terutama pada Instalasi rawat jalan di di Rumah Sakit Umum Daerah (RSUD) Raja Ahmad Tabib Provinsi Kepulauan Riau. Permasalahan teridentifikasi di beberapa kinerja operasional rumah sakit, seperti dari sisi ketepatan waktu pelayanan dan terjadi intensitas penumpukan pasien rawat jalan di rumah sakit. Oleh karena itu, tujuan dari penelitian ini agar diketahui bagaimana kualitas pelayanan rumah sakit terutama pada layanan Instalasi rawat jalan. Dalam mengukur kualitas layanan, peneliti menggunakan pendekatan metode deskriptif kualitatif. Dan teori Zeithaml dkk (1990) sebagai alat ukur dengan 5 (lima) indikatornya yaitu kualitas pelayanan yaitu, Bukti fisik (*Tangible*), *Kehandalan (Reliability)*, *Daya tangkap (Responsiveness)*, Jaminan dan kepastian (*Assurance*) dan Empati (*Emphaty*). Metode penelitian adalah dekriptif kuantitatif, dengan melaksanakan kegiatan observasi lapangan, kegiatan wawancara. Kemudian digunakan studi dokumentasi terhadap dokumen-dokumen yang tersedia. Sementara itu, teknik analisis data dilaksanakan melalui reduksi data, menampilkan data serta penarikan kesimpulan atas penelitian yang sudah dilaksanakan. Hasil penelitian menunjukkan bahwa secara keseluruhan kualitas pelayanan publik di layanan Instalasi rawat jalan di rumah sakit sudah berjalan sesuai dengan tujuan utama pelayanan yang mementingkan ketepatan dan kenyamanan kepada seluruh pasien. Namun demikian, tingginya jumlah kunjungan dan minimnya sumber daya menjadi temuan penting dalam penelitian. Oleh karenanya, dibutuhkan strategi pelayanan publik yang lebih operasional sehingga sejumlah keluhan ini bisa teratasi.

Kata Kunci: Kebijakan publik, Pelayanan kesehatan, Instalasi rawat jalan

STRATEGIES IN IMPROVING THE QUALITY OF PUBLIC SERVICES
*(Study of Outpatient Installation Services at the Raja Ahmad Tabib Regional
General Hospital (RSUD) Riau Islands Province)*

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ABSTRACT

Public policy in the field of health services is regulated in Law Number 17 of 2023 concerning Health. One form of service is outpatient installations in hospitals. There are still problems related to the quality of public services, especially in outpatient installations at the Raja Ahmad Tabib Regional General Hospital (RSUD), Riau Islands Province. Problems were identified in several hospitals' operational performance, such as in terms of the timeliness of services and the intensity of the accumulation of outpatients in medical hospitals. Therefore, the aim of this research is to find out the quality of hospital services, especially in outpatient installation services. In measuring service quality, researchers used a qualitative descriptive method approach. And the theory of Zeithaml et al (1990) as a measuring tool with 5 (five) indicators, namely service quality, namely, physical evidence (Tangible), Reliability, Capability (Responsiveness), Guarantee and certainty (Assurance) and Empathy (Empathy). Informants were determined by applying purposive sampling techniques. In data collection, research instruments were used, including field observations and interviews with several informants. Then a documentation study of the available documents is used. Meanwhile, data analysis techniques are carried out through data reduction, displaying data and drawing conclusions on research that has been carried out. The research results show that overall the quality of public services in outpatient installation services at hospitals is running in accordance with the main aim of the service which prioritizes accuracy and comfort for all patients. However, the high number of visits and lack of resources are important findings in the research. Therefore, a more operational public service strategy is needed so that a number of these complaints can be resolved.

Keywords: Public policy, Health services, Outpatient installations