

INTISARI

Penelitian ini bertujuan menganalisis pengaruh kualitas pelayanan jasa terhadap kepuasan pasien di Puskesmas Jogonalan Kabupaten Klaten. Populasi dalam penelitian adalah seluruh pasien di Puskesmas Jogonalan. Sampel diambil dengan teknik purposive sampling sebanyak 120 orang. Data penelitian diperoleh melalui penyebaran kuesioner. Analisis data dilakukan dengan menggunakan regresi linier berganda setelah sebelumnya dilakukan uji validitas dan reliabilitas kuesioner.

Hasil pengujian yang dilakukan menunjukkan bukti langsung, kehandalan, jaminan, daya tanggap, dan empati secara bersama-sama berpengaruh signifikan terhadap kepuasan pasien di Puskesmas Jogonalan Klaten. Bukti langsung berpengaruh positif dan signifikan terhadap kepuasan pasien. Keandalan berpengaruh positif dan signifikan terhadap kepuasan pasien di Puskesmas Jogonalan Klaten. Daya tanggap berpengaruh positif dan signifikan terhadap kepuasan pasien. Jaminan berpengaruh positif dan signifikan terhadap kepuasan pasien. Empati berpengaruh positif terhadap kepuasan pasien di Puskesmas Jogonalan Klaten

Kata kunci: bukti langsung, kehandalan, jaminan, daya tanggap, empati, kepuasan pasien.

ABSTRACT

The purpose of this research is to analysis of influence service quality toward patients satisfaction in Puskesmas Jogonalan, Klaten. The population of the research is all patients in Puskesmas Jogonalan. Sample was taken with purposive technic sampling for about 120 people. Research data was obtained through questionnaire. Analysis data was done using multiple linear regression after doing validity and reliability fest.

The test result was done by showing direct evidence, reliability, guarantee, responsiveness, and empathy are together significantly influencing the patient satisfaction in Puskesmas Jogonalan, Klaten. The direct evidence gives positive and significant influence toward the patient satisfaction. Reliability gives positive and significant influence toward the patient satisfaction in Puskesmas Jogonalan, Klaten. The responsiveness gives positive and significant influence toward the patient satisfaction. Guarantee gives positive and significant influence toward the patient satisfaction. Empathy gives positive and significant influence toward the patient satisfaction in Puskesmas Jogonalan, Klaten.

Keywords: direct evidence, reliability, guarantee, responsiveness, empathy, patient satisfaction