

**PENGARUH KUALITAS PELAYANAN TERHADAP
KEPUASAN PASIEN BPJS RAWAT JALAN DI RSUD KOTA
YOGYAKARTA**

*THE INFLUENCE OF SERVICE QUALITY ON
BPJS PATIENTS' SATISFACTION IN OUTPATIENT UNIT IN RSUD KOTA
YOGYAKARTA*

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INTISARI

Latar belakang: Sejak BPJS Kesehatan diberlakukan terdapat beberapa masalah yang dapat ditemukan, seperti peningkatan jumlah pasien yang menyebabkan peningkatan lama waktu antri pelayanan, sistem rujukan yang berjenjang, serta adanya pembagian kelas perawatan. Rumah sakit sebagai salah satu penyedia layanan kesehatan turut merasakan perubahan tersebut. Untuk itu, rumah sakit perlu meningkatkan kualitas pelayanan agar tetap berjalan efektif dan menimbulkan kepuasan pasien. Kualitas pelayanan terdiri atas 5 dimensi yaitu *tangibles*, *responsiveness*, *reliability*, *assurance*, dan *empathy*. Berdasarkan adanya permasalahan tersebut, maka peneliti tertarik untuk melakukan penelitian tentang pengaruh kualitas layanan terhadap kepuasan pasien di salah satu rumah sakit rujukan BPJS kesehatan.

Metode: Jenis penelitian ini adalah penelitian kuantitatif dengan metode penelitian deskriptif analitik dengan pendekatan *cross sectional*. Jumlah sampel pada penelitian ini berjumlah 181 responden. Instrumen penelitian yang digunakan adalah kuesioner. Analisis data menggunakan uji regresi linier ganda.

Hasil dan pembahasan: Kualitas pelayanan yang diteliti ada 5 variabel yaitu *tangibles*, *responsiveness*, *reliability*, *assurance*, dan *empathy*. Hasil uji analisis kualitas pelayanan terhadap kepuasan pasien BPJS rawat jalan diperoleh *tangibles*, *responsiveness*, *reliability*, *assurance*, dan *empathy* memiliki pengaruh terhadap kepuasan yang signifikan secara parsial dan *assurance* adalah variabel yang paling berpengaruh.

Kesimpulan: Terdapat pengaruh *tangibles*, *responsiveness*, *reliability*, *assurance*, dan *empathy* secara parsial terhadap kepuasan pasien BPJS rawat jalan di RSUD Kota Yogyakarta, dan *assurance* merupakan variabel yang paling berpengaruh terhadap kepuasan pasien.

Kata kunci: kualitas pelayanan, kepuasan pasien, unit rawat jalan

ABSTRACT

Background: *Since BPJS of health were implemented, there are several problems that can be found, such as an increase in the number of patients which causes an increase in the length of time queuing for services, a tiered referral system, and the distribution of ward classes. Hospital as one of the health care providers also feels the change. For this reason, hospitals need to improve the quality of services so that they remain effective and lead to patient satisfaction. Service quality consists of 5 dimensions, namely tangibles, responsiveness, reliability, assurance, and empathy. Based on the existence of these problems, the researchers are interested in conducting research on the effect of service quality on patient satisfaction in one of BPJS of health's referral hospitals.*

Methods: *This study was a quantitative research with analytical descriptive research method with cross sectional approach. The number of samples in this study amounted to 181 respondents. The research instrument that was used is a questionnaire. The data was analyzed using multiple linear regression test.*

Results and discussion: *The service quality studied was 5 variables, namely tangibles, responsiveness, reliability, assurance, and empathy. The results of the analysis of service quality on BPJS patients' satisfaction in outpatient unit was tangibles, responsiveness, reliability, assurance, and empathy have a significant influence on satisfaction and assurance is the most influential variable.*

Conclusions: *There is an influence of service quality (tangible, responsiveness, reliability, assurance, and empathy) on BPJS patients' satisfaction in outpatient unit in RSUD Kota Yogyakarta, and assurance is the most influential variable to patient satisfaction.*

Keywords: *service quality, patient satisfaction, outpatient unit*