**ABSTRACT**

Gurah Public Health Center is owned by the government agency that runs services in the health sector as health facilities the first level. The problem in this research is because the number of elderly from year to year are increasing And the number of elderly patients in the work area Gurah Public Health Center go to medical treatment to the Gurah Health Center. So that needed health service better for elderly patients.

The purpose of this research is to illustrate how the quality of health services for the elderly patients in the elderly polyclinic, Gurah Public Health Center, Kediri. To know how the quality of health services for the patients elderly in the elderly polyclinic, Gurah Public Health Center, researchers used five aspects of improving service quality is the tangibles (tangibel), realibility (realibility), responsivenes (responsiveness), assurance (assurance) and empathy (empathy). This study using the theory of health services, elderly, health services for the elderly, the quality of health services for the elderly. this research used the qualitative method with descriptive research type, location of this study in the elderly polyclinic, Gurah Public Health Center, Kediri. Informants taken in this research is the head of Gurah Public Health Center and the providers of services Gurah Public Health Center as doctor at the elderly polyclinic and nurses in the elderly polyclinic, as well elderly patients which medicine to elderly polyclinic, Gurah Public Health Center. The technique used is the determination of purposive sampling informant who subsequently developed with snowball. Data was collection through observation, in-depth interviews and documentation. Then analyze of data using the data reduction, presentation of data and then inferences of a conclusion or verification.

The conclusion in this research is that the quality of health service elderly patients in the elderly polyclinic, Gurah Public Health Center, Kediri having the quality of health services are already pretty good, seen from the ability of workers and responsiveness of the officers in handling complaints the elderly patients, as well the skills that owned medical worker and officers. But still there are some drawback to physical facilities and the addition of the officer.

Advice of this research is there should have been the addition of the facilities and infrastructures physical facilities in the waiting room, the addition of the tools such as computerization and there should have been the addition of officers in the counter.

*Keyword : Service, Service Quality, Health Service, Elderly*