

## ABSTRACT

Bangkalan Central of Public Health has degraded in number of visits from year 2003 until 2005. Utilitation of health care is influenced by cultural, social, individual characteristic, and psychological factors. Utilitation also corelates with need and demand of society and corelates with the satisfaction level towards health care.

The research is a descriptive research. It aims to know the level of patient's satisfaction in each dimension aspect of quality service that is Responsiveness, Assurance, Tangible, Emphaty and Reliability (RATER). The improvement effort have been taken based on the result of satisfaction and priority wich is conducted to 64 responders.

This research indicates that most responders are quite satisfied. Even though there are some unsatisfied responders that are not satisfied and needs to be cited. The sequence satisfaction level shows the lowest rank until highest is Tangible-Responsiveness-Reliability-Assurance-Emphaty. Meanwhile, the sequence of priority from most important until less important is Responsiveness-Reliability-Emphaty-Assurance-Tangible.

Based on the level of responders' satisfaction and the priority sequence towards the five service quality dimension, the dimension that urgent to be improved is Responsiveness. It happens because this matter plays the most important things for responders and it place is in the second lowest level of satisfaction. The second dimension is Reliability. This dimension need also to be improved. The quality of Emphaty also need to be improved, especially in the most unsatisfaction aspect. Assurance and Emphaty on the other hand only needs to be maintained in terms of their quality.

**Key word:** satisfaction, priority, Responsiveness, Assurance, Tangible, Emphaty and Reliability

## ABSTRAK

Puskesmas Bangkalan mengalami penurunan angka kunjungan rawat jalan dari tahun 2003 sampai 2005. Pemanfaatan pelayanan kesehatan dipengaruhi oleh faktor budaya, sosial, pribadi, dan psikologis. Pemanfaatan juga berkaitan dengan kebutuhan (*need*) dan permintaan (*demand*) masyarakat serta kepuasan yang dirasakan terhadap pelayanan kesehatan tersebut.

Penelitian ini adalah penelitian deskriptif yang bertujuan untuk mengetahui tingkat kepuasan pasien terhadap aspek dimensi kualitas jasa yaitu *Responsiveness, Assurance, Tangible, Emphaty* dan *Reliability* (RATER) serta prioritasnya. Upaya perbaikan disusun berdasarkan hasil penelitian tingkat kepuasan dan prioritas yang dilakukan kepada 64 responden pasien rawat jalan Puskesmas Bangkalan terhadap aspek dimensi kualitas jasa RATER.

Penelitian ini menunjukkan bahwa sebagian besar responden puas. Walaupun demikian ada beberapa responden yang tidak puas dan perlu mendapat perhatian. Urutan tingkat kepuasan responden terhadap dimensi kualitas jasa dari yang paling rendah sampai tinggi yaitu *Tangible-Responsiveness-Reliability-Assurance-Emphaty*. Sedangkan urutan prioritas dimensi kualitas jasa dari yang paling penting sampai kurang penting adalah *Responsiveness-Reliability-Emphaty-Assurance-Tangible*.

Berdasarkan tingkat kepuasan responden dan urutan prioritas terhadap lima dimensi kualitas jasa, maka dimensi yang paling perlu ditingkatkan kualitasnya adalah *Responsiveness* karena merupakan hal yang paling penting bagi responden dan menempati tingkat kepuasan kedua terendah. Kedua adalah *Reliability*, dimensi ini juga perlu ditingkatkan kualitasnya. Dimensi *Tangible* juga perlu peningkatan kualitas terutama pada aspek yang dirasa paling tidak memuaskan. Sedangkan dimensi *Assurance* dan *Emphaty* hanya perlu dipertahankan kualitasnya pada semua aspek.

Kata kunci: kepuasan, prioritas, *Responsiveness, Assurance, Tangible, Emphaty* dan *Reliability*