

ANALISIS STRATEGI KUALITAS PELAYANAN TERHADAP KEPUASAN PESERTA BPJS KESEHATAN DI KLINIK PRATAMA RABBANI MEDIKA BOGOR

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ABSTRAK

Latar Belakang: Dengan berdirinya BPJS Kesehatan, masalah yang sering dihadapi oleh klinik kesehatan adalah klinik kesehatan yang belum mampu memberikan sesuatu hal yang benar benar diharapkan pengguna jasa. Penyebab utama tersebut karena pelayanan yang diberikan berkualitas rendah sehingga belum dapat menghasilkan pelayanan yang diharapkan oleh pasien. Dalam fasilitas kesehatan merupakan usaha yang menjual jasa, maka pelayanan yang berkualitas merupakan suatu tuntutan yang harus dipenuhi.

Metode: Metode analisis data menggunakan analisis deskriptif dan analisis kinerja dan kepentingan (*importance performance analysis*). Hasil analisis IPA diketahui kebanyakan responden menilai *performance* pelayanan BPJS Kesehatan di Klinik Pratama Rabbani Medika Bogor yang ditinjau dari aspek *reliability*, *responsive*, *assurance*, *emphathy*, dan *tangible* baik (rata-rata *performance* 2,96).

Hasil dan pembahasan: Hasil analisis IPA diketahui kebanyakan responden menilai *importance* pelayanan BPJS Kesehatan di Klinik Pratama Rabbani Medika Bogor yang ditinjau dari aspek *reliability*, *responsive*, *assurance*, *emphathy*, dan *tangible* sangat penting (rata-rata *importance* 3,31). Hasil analisis IPA diketahui kebanyakan responden menilai *performance* dan *importance* kualitas pelayanan BPJS Kesehatan di Klinik Pratama Rabbani Medika Bogor yang ditinjau dari aspek *reliability*, *responsive*, *assurance*, *emphathy*, dan *tangible* belum sesuai (nilai kesesuaian 89,43% atau tingkat kesesuaian < 100%).

Kesimpulan dan saran: Strategi peningkatan pelayanan yang dilakukan oleh BPJS Kesehatan dan Klinik Pratama Rabbani Medika Bogor dalam memberikan pelayanan (kinerja) pasien peserta, yaitu dengan mempertahankan semua variabel dalam kuadran A (*Keep up the Good Work*), karena semua variabel ini menjadikan produk/jasa tersebut unggul di mata pelanggan. Sedangkan variabel-variabel yang termasuk dalam kuadran B (*Concentrate Here*) perlu ditingkatkan, tetapi tidak perlu berlebihan.

Kata kunci: Kualitas Pelayanan, Kepuasan, Peserta BPJS.

ANALYSIS OF STRATEGY SERVICE QUALITY ON THE SATISFACTION OF BPJS KESEHATAN PARTICIPANTS IN RABBANI MEDIKA BOGOR CLINIC

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ABSTRACT

Background: *With the establishment of BPJS Kesehatan, the problem often faced by health clinics is health clinics that have not been able to provide something that service users really expect. The main cause is because the services provided are of low quality so that they cannot produce the services expected by patients. In a health facility it is a business that sells services, so quality service is a demand that must be fulfilled.*

Method: *The method of data analysis uses descriptive analysis and performance and interest analysis (importance performance analysis). The results of the IPA analysis revealed that most respondents rated the performance of the BPJS Health service at Klinik Pratama Rabbani Medika Bogor in terms of reliability, responsiveness, assurance, empathy, and tangible aspects (average performance of 2.96).*

Result and discussion: *he results of the IPA analysis revealed that most respondents considered the importance of the services of BPJS Kesehatan at Klinik Pratama Rabbani Medika Bogor, which in terms of reliability, responsiveness, assurance, empathy, and tangible aspects was very important (average importance 3.31). The results of the IPA analysis revealed that most respondents rated performance and importance of the quality of BPJS Health services at Klinik Pratama Rabbani Medika Bogor, which were not yet appropriate in terms of reliability, responsiveness, assurance, empathy and tangibility (suitability value 89.43% or suitability <100%).*

Conclusion: *Service improvement strategies carried out by BPJS Health and Clinics Pratama Rabbani Medika Bogor in providing service (performance) of patient patients, namely by maintaining all variables in the A (Keep up the Good Work) quadrant, because all of these variables make the product / service superior in customer's eyes. While the variables included in the B (Concentrate Here) quadrant need to be improved, but do not need to be excessive.*

Keyword: *Service Quality, Satisfaction, BPJS Participants.*