

## INTISARI

Kinerja organisasi, dapat ditunjukkan oleh kinerja pelayanan di sektor publik. Kinerja manusia memainkan peran utama dalam persepsi pelanggan terhadap kualitas layanan. Penelitian ini bertujuan untuk mengetahui upaya meningkatkan kinerja pelayanan prima karyawan Puskesmas Playen II kabupaten Gunungkidul. Menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data dengan observasi, wawancara dan dokumentasi. Analisis digunakan reduksi data, penyajian data, dan penarikan kesimpulan. Teknik pemeriksaan keabsahan data dengan ketekunan pengamatan, konfirmabilitas, triangulasi.

Hasilnya, kualitas pelayanan sudah memenuhi SERVQUAL dalam meningkatkan kinerja pelayanan prima karyawan, indikator peningkatan kinerja juga terpenuhi. Adapun upaya upaya yang dilakukan untuk meningkatkan kinerja pelayanan prima karyawan adalah: (1) Perbaikan dan penyempurnaan sarana prasarana, (2) Evaluasi kinerja karyawan rutin, (3) Pelatihan didasarkan pada evaluasi, sehingga tepat sasaran, (4) Membuat tata nilai dalam melayani, (5) Survei indeks kepuasan rutin untuk mengetahui apa saja kinerja pelayanan yang perlu diperbaiki (6) Pembagian tugas walaupun rangkap tetap disesuaikan dengan tugas pokoknya (7) Pembagian waktu yang cermat agar semua tugas terlaksana, (8) Mengupgrade teknologi, untuk meminimalisir waktu dan tenaga.

Kata Kunci : kinerja, kinerja pelayanan, pelayanan prima, SERVQUAL

## **ABSTRACT**

*Organizational performance, can be shown by the performance of services in the public sector. Human performance plays a major role in customer perceptions of service quality. This study aims to determine the efforts to improve the excellent service performance of Puskesmas Playen II employees in Gunungkidul Regency. Using qualitative research methods with a descriptive approach. Data collection techniques with observation, interviews and documentation. The analysis used data reduction, data presentation, and conclusion. The technique of checking the validity of the data with perseverance of observation, confirmation, triangulation.*

*The result, service quality has fulfilled SERVQUAL in improving employee excellent service performance, performance improvement indicators are also met. The efforts made to improve the excellent service performance of employees are: (1) repair and refinement of infrastructure, (2) Evaluation of routine employee performance, (3) Training is based on evaluation, so that it is on target, (4) Making values in serving (5) Routine satisfaction index survey to find out what service performance needs to be improved (6) Division of tasks even though they are still adjusted to their main tasks (7) Careful time distribution so that all tasks are carried out, (8) Upgrade technology, to minimize time and power.*

*Keywords: performance, service performance, service excellence, SERVQUAL*