

PERAN KUALITAS PELAYANAN KEPERAWATAN TERHADAP KEPUASAN PASIEN UNIT RAWAT JALAN DI RUMAH SAKIT UMUM X

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INTISARI

Penelitian ini bertujuan untuk mengetahui peran kualitas pelayanan keperawatan terhadap kepuasan pasien unit rawat jalan di RSUD Krikilan. Fenomena di lapangan menunjukkan bahwa meskipun RSUD Krikilan telah berupaya meningkatkan kualitas layanan keperawatan, pasien rawat jalan masih menyampaikan keluhan terkait lamanya waktu tunggu, prosedur administrasi yang dirasa berbelit, serta ketidaknyamanan sebagian fasilitas ruang tunggu. Kondisi ini berpotensi menurunkan tingkat kepuasan pasien dan menjadi tantangan bagi rumah sakit dalam mempertahankan kepercayaan masyarakat serta meningkatkan kualitas pelayanan secara berkelanjutan. Penelitian ini menggunakan pendekatan kuantitatif dengan desain korelasional, melibatkan 133 pasien rawat jalan yang dipilih menggunakan teknik simple random sampling. Instrumen penelitian berupa skala kualitas pelayanan yang disusun berdasarkan lima dimensi SERVQUAL (tangibles, reliability, responsiveness, assurance, empathy) dan skala kepuasan pasien yang disusun berdasarkan aspek kepuasan menurut Ware dkk. yang telah diuji validitas dan reliabilitasnya. Analisis data dilakukan melalui serangkaian uji instrumen (uji validitas dan reliabilitas), dilanjutkan uji asumsi (uji normalitas dan linearitas), serta uji regresi sederhana untuk mengetahui peran kualitas pelayanan keperawatan terhadap kepuasan pasien. Hasil penelitian menunjukkan bahwa kualitas pelayanan berperan positif dan signifikan terhadap kepuasan pasien, dengan persamaan regresi $Y = 24,065 + 0,408X$, nilai $F = 125,044$ dan nilai signifikansi $p = 0,000$, serta kontribusi efektif sebesar 48,8%, yang berarti semakin baik kualitas pelayanan keperawatan maka semakin tinggi kepuasan pasien. Temuan ini mengindikasikan bahwa peningkatan kualitas pelayanan, khususnya pada aspek keandalan administrasi, ketanggapan petugas, dan efisiensi alur layanan, penting dilakukan untuk mempertahankan dan meningkatkan kepuasan pasien rawat jalan di RSUD Krikilan.

Kata Kunci: Kualitas pelayanan, Kepuasan pasien, Rawat jalan

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**THE ROLE OF NURSING SERVICE QUALITY ON PATIENT
SATISFACTION IN OUTPATIENT UNITS AT GENERAL HOSPITAL X**

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ABSTRACT

This study aims to examine the role of nursing service quality in outpatient satisfaction at Krikilan Regional General Hospital (RSU Krikilan). Field observations indicate that although RSU Krikilan has made efforts to improve the quality of nursing services, outpatients still report complaints related to long waiting times, administrative procedures perceived as complicated, and discomfort in some waiting room facilities. This condition has the potential to decrease patient satisfaction and pose a challenge for the hospital in maintaining public trust and continuously improving service quality. The study employs a quantitative approach with a correlational design, involving 133 outpatients selected using a simple random sampling technique. The research instruments consist of a service quality scale constructed based on the five SERVQUAL dimensions (tangibles, reliability, responsiveness, assurance, empathy) and a patient satisfaction scale developed based on satisfaction aspects proposed by Ware et al., both of which have been tested for validity and reliability. Data analysis was carried out through a series of instrument tests (validity and reliability tests), followed by assumption tests (normality and linearity tests), and a simple regression test to determine the role of nursing service quality in patient satisfaction. The results show that service quality has a positive and significant role in patient satisfaction, with the regression equation $Y = 24.065 + 0.408X$, F value = 125.044, significance value $p = 0.000$, and an effective contribution of 48.8%, indicating that the better the nursing service quality, the higher the level of patient satisfaction. These findings suggest that improving service quality, particularly in administrative reliability, staff responsiveness, and service flow efficiency, is essential to maintain and enhance outpatient satisfaction at RSU Krikilan.

Keyword: Service quality, Patient satisfaction, Outpatient care

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