

**PROGRAM STUDI S1 KEPERAWATAN
FAKULTAS KEPERAWATAN
INSTITUT KESEHATAN PAYUNG NEGERI PEKANBARU**

**Hubungan Kualitas Pelayanan dengan Kepuasan Pasien di Puskesmas
Senapelan Pekanbaru**

xi + 49 halaman + 4 tabel + 1 skema + 5 Lampiran

ABSTRAK

Keluhan mengenai waktu tunggu, kejelasan alur, ketersediaan obat, dan komunikasi petugas menunjukkan perlunya evaluasi kualitas pelayanan di Puskesmas Senapelan Pekanbaru. Penelitian ini bertujuan untuk mengetahui hubungan kualitas pelayanan dengan kepuasan pasien. Metode penelitian ini adalah penelitian kuantitatif dengan desain korelasional dan pendekatan yang digunakan adalah *cross-sectional*. Sampel berjumlah 96 pasien yang dipilih dengan teknik *accidental sampling*. Data dikumpulkan menggunakan kuesioner kualitas pelayanan yang terdiri dari 15 pernyataan berdasarkan lima dimensi SERVQUAL dan kuesioner kepuasan pasien yang terdiri dari 15 pernyataan. Analisis univariat menggunakan distribusi frekuensi, sedangkan analisis bivariat menggunakan uji Chi-Square dengan nilai Continuity Correction. Hasil penelitian menunjukkan bahwa 72 responden (75,0%) menilai kualitas pelayanan dalam kategori baik dan 76 responden (79,2%) berada pada kategori puas. Pada kelompok kualitas pelayanan kurang baik, 15 dari 24 responden (62,5%) merasa tidak puas, sedangkan pada kelompok kualitas pelayanan baik, 67 dari 72 responden (93,1%) merasa puas. Hasil Continuity Correction memperoleh nilai $\chi^2 = 30,400$, $df = 1$, dan $p < 0,001$. Disimpulkan bahwa terdapat hubungan yang signifikan antara kualitas pelayanan dengan kepuasan pasien; penilaian pelayanan yang baik cenderung disertai kepuasan yang lebih tinggi. Puskesmas perlu memprioritaskan perbaikan pada kecepatan pelayanan, ketepatan jadwal, dan waktu tunggu obat.

Kata kunci: Kualitas Pelayanan, Kepuasan Pasien, Puskesmas.

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The Relationship Between Service Quality and Patient Satisfaction at Senapelan Public Health Center, Pekanbaru

xi + 49 pages + 4 tables + 1 scheme + 5 appendices

ABSTRACT

Complaints regarding waiting times, clarity of service procedures, availability of medicines, and staff communication indicate the need to evaluate the quality of services at Senapelan Public Health Center, Pekanbaru. This study aimed to determine the relationship between service quality and patient satisfaction. This quantitative study employed a correlational design with a cross-sectional approach. The sample consisted of 96 patients selected using accidental sampling. Data were collected using a service quality questionnaire consisting of 15 statements based on the five dimensions of SERVQUAL and a patient satisfaction questionnaire consisting of 15 statements. Univariate analysis was performed using frequency distributions, while bivariate analysis was conducted using the Chi-Square test with Continuity Correction. The results showed that 72 respondents (75.0%) rated the service quality as good, and 76 respondents (79.2%) were satisfied. Among respondents who rated the service quality as poor, 15 out of 24 respondents (62.5%) were dissatisfied, whereas among those who rated the service quality as good, 67 out of 72 respondents (93.1%) were satisfied. The Continuity Correction test yielded $\chi^2 = 30.400$, $df = 1$, and $p < 0.001$. It was concluded that there was a significant relationship between service quality and patient satisfaction; better service quality ratings tended to be associated with higher levels of patient satisfaction. The Public Health Center should prioritize improvements in service speed, adherence to schedules, and medication waiting times.

Keywords: *Service Quality, Patient Satisfaction, Public Health Center.*