

## Strategi peningkatan kualitas jasa pelayanan berdasarkan analisis kepuasan pasien askeskin di puskesmas

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### Abstrak

The Health Centers' (Puskesmas) stereotype is becoming developed as health service center for the lowest community people and the Health Centers are assumed as the lowest qualified health services in comparasion to other government health services. This assumption is because of the minimum available services, administration procedures, low skilled health workers, limited equipments, and low environment conditions comparing to other low tariff of health services. This study aimed to detennine the satisfaction level of the Askeskin patients in Health Centers. This was a descriptive study with a cross sectional design. The study was conducted during February to August 2005 at Banyu Urip and Mulyorejo Health Centers in Surabaya City. There were 68 Askeskin patients selected. Data were analyzed quantitatively. Results of the study showed in the opposite to the Health Centers' stereotype that developed in the community as the lowest quality of health services. The 5 (five) satisfaction dimensions were 89.7% for reliability, 100% for assurance, 91.2% for tangible, 98.5% for empathy, 98.5% for responsiveness. It is concluded that the satisfaction levels of the Askeskin patients were very good. It needs a special strategy to maintain and improve the quality of Health Centers' services to maintain the patients' satisfaction.