

Penilaian mutu pelayanan kesehatan sesuai persepsi pengguna jasa dengan model servqual

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20436009&lokasi=lokal>

Abstrak

Indonesian Journal of Dentistry 2006; Edisi Khusus KPPIKG XIV: 272-278

Consumers oriented quality in dental health services has become more important in the era of free competition. Perceived quality by the community has been closely related with their previous experience level of satisfaction on the quality of the services they received. The information on the perceived quality of dental services in Indonesia has been scarce. One of the reasons is lack of stardardized method in measuring the consumer's perspective on dental quality. Using the Service Quality (Servqual) model cross - sectionally, this study is to investigate differences in patterns on perceived quality of different groups of Puskesmas (government owned) and Syahid clinic (private owner) consumers. The analysis of Servqual Kartesius diagram was carried out lo assess the quality of service, based on various criteria namely Dimensions of Physical Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Results showed differences in quality perception likely due to differences in level of education and income. It was concluded that the Servqual model has been adequately practical for assessing quality dental services based on level of consumer's satisfaction and degree of importance as measured from the consumer's perspective. Eventually, the results of Servqual measurements can be used as guidance for quality improvements of dental services, based different characteristics of consumers.