

## Kualitas pelayanan puskesmas Kecamatan Cakung Jakarta Timur

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### Abstrak

<i>Service Quality of Public Medical Center Sub District of Cakung, East Jakarta

The existence of Public Medical Center (Puskesmas) as the task force of performing the foremost medical service assigned by Local Government by its mission to give medical service required by public (community) soundly, rapidly and cheaply, as well as to the extent which service quality what had been given refer to as wished by large public. In other words, that service quality should always be oriented to public satisfaction as customers. Hence, in order that Public Medical Center at Sub District of Cakung, East Jakarta giving service quality to large public, then, necessary it should be analyzed by perception and wishing aspects of medical service users (public).

Based on background above, the objective of this research is to explain service quality provided by Public Medical Center at Sub District of Cakung, East Jakarta. The used research is survey method in quantitative nature, while applying the main data collector tool such as questioner. Results of survey is directed to support research analysis descriptively, for revealing the current problems.

To measure quality on perception and users wish of Public Medical Center at Sub District of Cakung, East Jakarta. Of 116 non-probability sample respondents randomly, it had been conducted using sample collection technique accidentally. Theoretical approach as conceptual reference using SERVQUAL model as revealed by Zeithaml-Parasuraman-Berry consist of tangible, reliability, responsiveness, assurance and empathy dimensions. Subsequently, those dimensions is divided into 22 question variable indicators as had been asked by questioner.

Based on research results had been found that service quality of Public Medical Center at Sub District of Cakung, East Jakarta satisfactorily, it had not been achieves as wished by users in which upon finding out mean-calculate for all dimensions it had been showed that total scores for both perception is 3.45 and wishing is 4.32 on average, so, there is a difference of -0.87. Whereas for satisfaction rate of customer the score value is 0.80 (80%) on average. It is indicated that service quality had not satisfied customer yet. However, it is necessary steps and efforts for increasing a better service in order to produce service quality suitable with needs.

From those research results may be considered some recommendations so as to increase service quality in which all staffs and employees of Public Medical Center at Sub District of Cakung, East Jakarta should increase discipline by timely.practice schedule, increasing knowledge and expertise, sensitive to complaint or patients needs, more professional, augmenting medical practices or physicians, examination rooms/laboratory and equipment in order to treat patients more rapidly. Registration locket should be computerized, informational sending using understandable language along with direct socialization to large

public. In order to build a better management system at Public Medical Center at Sub District of Cakung, East Jakarta. Because by improved quality management the program may be applied both effectively and efficiently.</i>