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Analisis Kesenjangan Kualitas Layanan Kesehatan Menggunakan Pendekatan Servqual Pada Pasien Rawat Jalan Di Puskesmas Juata Tarakan

ABSTRAK

Latar Belakang : Pelayanan kesehatan yang bermutu adalah hak konstitusional yang menentukan kualitas hidup masyarakat. Puskesmas Juata Tarakan memiliki volume kunjungan yang tinggi (13.859 pasien pada 3 bulan Sepember s/d November 2025), sehingga evaluasi kualitas layanan berdasarkan persepsi pasien menjadi sangat krusial.

Tujuan : Penelitian ini bertujuan untuk menganalisis gambaran kualitas layanan kesehatan di Puskesmas Juata Tarakan dengan mengukur kesenjangan (*gap*) antara harapan dan kenyataan pasien melalui metode SERVQUAL.

Metode : Penelitian kuantitatif deskriptif ini dilaksanakan di Puskesmas Juata pada Desember 2025. Evaluasi dilakukan terhadap lima dimensi: *Tangibles, Reliability, Responsiveness, Assurance,* dan *Empathy*. Populasi penelitian mencakup pasien rawat jalan di Puskesmas Juata dengan populasi terjangkau 4.620 pasien. Sebanyak 368 responden dipilih menggunakan metode *rendom sampling.*Data dikumpulkan menggunakan kuesioner SERVQUAL skala Likert 1–5 dan dianalisis secara univariat melalui distribusi frekuensi.

Hasil : Analisis menunjukkan bahwa kualitas pelayanan secara umum masuk dalam kategori baik dilihat dari persepsi atau kenyataan yang dialami pasien. Namun, seluruh dimensi SERVQUAL memiliki nilai *gap* negatif, yang berarti pelayanan belum sepenuhnya memenuhi harapan pasien. *Tangibles: Gap* terbesar pada kondisi bangunan (-0,31) dan peralatan medis. *Reliability:* Kurangnya optimalisasi komunikasi tindakan medis (-0,28). *Responsiveness & Empathy:* Terdapat kesenjangan pada keramahan penerimaan pasien serta perhatian terhadap keluhan (-0,25).

Kesimpulan Kualitas layanan dirasakan baik, namun belum memenuhi harapan pasien, Puskesmas Juata perlu memprioritaskan perbaikan pada aspek sarana prasarana (*tangibles*) dan daya tanggap (*responsiveness*) guna meminimalisir kesenjangan serta meningkatkan kepuasan pasien secara berkelanjutan.

Kata Kunci: Kualitas Pelayanan, SERVQUAL, Puskesmas, Kepuasan

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Analysis of the Gap in Healthcare Service Quality Using the SERVQUAL Approach Among Outpatients at Juata Community Health Center, Tarakan

ABSTRACT

Background: High-quality healthcare services are a constitutional right that significantly affect the quality of life of the community. Puskesmas Juata Tarakan recorded a high number of patient visits (13,859 visits from September to November 2025), making the evaluation of service quality based on patient perceptions crucial.

Objective: This study aimed to analyze the quality of healthcare services at Puskesmas Juata Tarakan by measuring the gap between patient expectations and perceptions using the SERVQUAL method.

Methods: This descriptive quantitative study was conducted at Puskesmas Juata in December 2025. Service quality was evaluated across five SERVQUAL dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The study population consisted of outpatient patients with an accessible population of 4,620 patients. A total of 368 respondents were selected using random sampling with a purposive sampling technique. Data were collected using a SERVQUAL questionnaire with a 5-point Likert scale and analyzed using univariate analysis with frequency distribution.

Results: The results of the analysis indicate that the overall service quality is categorized as good, as reflected in patients' perceptions and their actual service experiences. However, all SERVQUAL dimensions demonstrated negative gap values, indicating that the services did not fully meet patient expectations. The largest gaps in the tangibles dimension were found in building conditions (-0.31) and medical equipment. In the reliability dimension, a gap was identified in the communication of medical procedures (-0.28). Responsiveness and empathy also showed gaps related to patient reception friendliness and attention to patient complaints (-0.25).

Conclusion: The quality of services is perceived as fairly good; however, it has not yet fully met patients' expectations. Puskesmas Juata needs to prioritize improvements in infrastructure (tangibles) and responsiveness to reduce service gaps and enhance patient satisfaction on an ongoing basis.

Keywords: Service Quality, SERVQUAL, Primary Health Center, Patient Satisfaction.