

ABSTRAK

Puskesmas Pembantu Ujung Menteng merupakan salah satu fasilitas pelayanan kesehatan dasar yang berperan penting dalam memberikan pelayanan medis kepada masyarakat di wilayah Kecamatan Cakung. Namun, terdapat permasalahan yang dihadapi terkait adanya ketidakpuasan masyarakat terhadap beberapa aspek pelayanan, khususnya pada dimensi fasilitas fisik, komunikasi petugas, serta kejelasan informasi layanan. Permasalahan tersebut menunjukkan adanya kesenjangan antara harapan dan persepsi pasien terhadap kualitas pelayanan yang diberikan.

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan terhadap kepuasan pasien dengan persepsi nilai sebagai variabel mediasi di Puskesmas Pembantu Ujung Menteng. Metode penelitian yang digunakan adalah *Structural Equation Modeling–Partial Least Square* (SEM-PLS) dengan bantuan software SmartPLS. Data dikumpulkan melalui penyebaran kuesioner kepada 385 responden yang dipilih menggunakan teknik *purposive sampling*, dengan kriteria responden berusia minimal 18 tahun dan telah menggunakan layanan Puskesmas minimal satu kali dalam tiga bulan terakhir.

Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap persepsi nilai ($p\text{-value} < 0,05$; $t\text{-statistic } 138,282 > 1,65$) dan kepuasan pasien ($p\text{-value} < 0,05$; $t\text{-statistic } 9,334 > 1,65$). Selain itu, persepsi nilai juga terbukti berpengaruh positif dan signifikan terhadap kepuasan pasien ($p\text{-value} < 0,05$; $t\text{-statistic } 0,933 > 1,65$) serta berperan sebagai variabel mediasi yang memperkuat hubungan antara kualitas pelayanan dan kepuasan pasien. Selain itu, penelitian ini merekomendasikan beberapa perbaikan, seperti penerapan pendaftaran online, penambahan kursi ruang tunggu, penyediaan area parkir tambahan, pemasangan media informasi kesehatan, pemberian label obat pada kemasan, serta pencatatan rutin alat medis. Penelitian ini diharapkan dapat menjadi dasar evaluasi dan perbaikan mutu layanan di Puskesmas Pembantu Ujung Menteng, sehingga pelayanan kesehatan dapat lebih optimal dalam meningkatkan kepuasan pasien.

Kata kunci: Kualitas Pelayanan, Kepuasan Pasien, Persepsi Nilai, SEM-PLS, Puskesmas Pembantu Ujung Menteng

Analysis of the Effect of Service Quality on Patient Satisfaction Through Perceived Value Using the Structural Equation Modeling (SEM) Method

(Case Study at Ujung Menteng Sub-Community Health Center)

ABSTRACT

Ujung Menteng Sub-Community Health Center is one of the primary healthcare facilities that plays an important role in providing medical services to the community in the Cakung District. However, several issues have been identified related to public dissatisfaction with certain aspects of the service, particularly in terms of physical facilities, staff communication, and clarity of service information. These issues indicate a gap between patients' expectations and their perceptions of the quality of services provided.

This study aims to analyze the effect of service quality on patient satisfaction with perceived value as a mediating variable at the Ujung Menteng Sub-Community Health Center. The research method employed is Structural Equation Modeling–Partial Least Square (SEM-PLS) using SmartPLS software. Data were collected through questionnaires distributed to 385 respondents selected using the purposive sampling technique, with criteria including patients aged at least 18 years and those who had used the health center's services at least once in the past three months.

The results show that service quality has a positive and significant effect on perceived value ($p\text{-value} < 0,05$; $t\text{-statistic } 138,282 > 1,65$) and patient satisfaction ($p\text{-value} < 0,05$; $t\text{-statistic } 9,334 > 1,65$). Moreover, perceived value also has a positive and significant effect on patient satisfaction ($p\text{-value} < 0,05$; $t\text{-statistic } 0,933 > 1,65$) and serves as a mediating variable that strengthens the relationship between service quality and patient satisfaction. The study also recommends several improvements, such as implementing an online registration system, adding more waiting room seats, expanding parking areas, installing health information media, labeling medicines on packaging, and regularly recording medical equipment. This study is expected to serve as a basis for evaluating and improving service quality at the Ujung Menteng Sub-Community Health Center, so that healthcare services can be further optimized to enhance patient satisfaction.

Keywords: Service Quality, Patient Satisfaction, Perceived Value, SEM-PLS, Sub-Community Health Center