

ABSTRAK

Semakin ketatnya persaingan serta pengguna yang semakin selektif dan berpengetahuan mengharuskan Pusat Kesehatan Masyarakat (Puskesmas) selaku salah satu penyedia jasa layanan kesehatan untuk selalu meningkatkan kualitas layanannya. Untuk dapat meningkatkan kualitas pelayanan, terlebih dahulu harus diketahui layanan yang telah diberikan kepada pasien/pelanggan selama ini telah sesuai dengan harapan pasien/pelanggan atau belum. Oleh karena itu, Puskesmas dituntut untuk selalu menjaga kepercayaan dan kepuasan pasien/konsumen (pelanggan) dengan meningkatkan kualitas pelayanan agar kepuasan pasiennya meningkat. Terciptanya kualitas layanan tentunya akan menciptakan kepuasan terhadap pengguna layanan. Rumusan permasalahan penelitian ini adalah Apakah terdapat pengaruh Kapabilitas Dinamis terhadap *Positional Service Advantage*, pengaruh Kapabilitas Dinamis terhadap Kinerja Pelayanan Medis dan pengaruh pengaruh *Positional Service Advantage* terhadap Kinerja Pelayanan Medis. Metode penelitian yang digunakan deskriptif kuantitatif, populasi penelitian adalah Tenaga Medis Puskesmas Di Kabupaten Rembang dan sampel yang digunakan *random sampling*.

Hasil penelitian adalah *Absorptive Capability* berpengaruh positif terhadap *Positional Service Advantage* pada Puskesmas di kabupaten Rembang, *Adaptive Capability* berpengaruh positif terhadap *Positional Service Advantage* pada Puskesmas di kabupaten Rembang, *Innovative Capability* berpengaruh positif terhadap *Positional Service Advantage* pada Puskesmas di kabupaten Rembang, *Absorptive Capability* berpengaruh positif terhadap Kinerja layanan pada Puskesmas di kabupaten Rembang, *Adaptive Capability* berpengaruh positif terhadap Kinerja Layanan pada Puskesmas di kabupaten Rembang, *Innovative Capability* berpengaruh positif terhadap Kinerja Layanan pada Puskesmas di kabupaten Rembang, dan *Positional Service Advantage* berpengaruh positif terhadap Kinerja Pelayanan Medis pada Puskesmas di kabupaten Rembang.

Kinerja Pelayanan Medis pada Puskesmas di kabupaten Rembang dapat dioptimalkan melalui peningkatan *Absorptive Capability*, *Adaptive Capability*, *Innovative Capability*, *Absorptive Capability*, *Adaptive Capability*, *Innovative Capability* dan *Positional Service Advantage*.

Kata Kunci : Kinerja Pelayanan Medis, Kapabilitas Dinamis dan *Positional Service Advantage*.

ABSTRACT

Increasingly intense competition and increasingly selective and knowledgeable users require the Community Health Center (Puskesmas) as one of the health service providers to always improve the quality of its services. To be able to improve the quality of service, it must first be known that the services that have been given to patients / customers have been in accordance with the expectations of patients / customers or not. Therefore, Puskesmas are required to always maintain the trust and satisfaction of patients / consumers (customers) by improving the quality of service so that patient satisfaction increases. The creation of quality services will certainly create satisfaction with service users. The formulation of the problem of this research is whether there is an influence of Dynamic Capability on Positional Service Advantage, the influence of Dynamic Capability on Medical Service Performance and the influence of Positional Service Advantage influence on the Performance of Medical Services. The research method used was descriptive quantitative, the study population was Puskesmas Medical Personnel in Rembang District and the samples used were random sampling.

The results of this study were that Absorptive Capability had a positive effect on Positional Service Advantage in Puskesmas in Rembang district, Adaptive Capability had a positive effect on Positional Service Advantage in Puskesmas in Rembang district, Innovative Capability had a positive effect on Positional Service Advantage at Puskesmas in Rembang district, Absorptive Capability had a positive effect on Service performance at Puskesmas in Rembang district, Adaptive Capability has a positive effect on Service Performance in Puskesmas in Rembang district, Innovative Capability has a positive effect on Service Performance in Puskesmas in Rembang district, and Positional Service Advantage has a positive effect on the Performance of Medical Services at Puskesmas in Rembang district.

The performance of Medical Services at Puskesmas in Rembang district can be optimized through increased Absorptive Capability, Adaptive Capability, Innovative Capability, Absorptive Capability, Adaptive Capability, Innovative Capability and Positional Service Advantage.

Keywords : Performance of Medical Services, Dynamic Capability and Positional Service Advantage.