

## ABSTRAK

BPJS merupakan badan jaminan kesehatan yang diadakan pemerintah dalam upaya meningkatkan pelayanan kesehatan. Hasil penelitian sebelumnya, ada beberapa mutu pelayanan antara pasien BPJS dan Non BPJS sakit yang masih kurang baik. Tujuan penelitian ini untuk mengetahui adanya perbedaan mutu pelayanan antara pasien BPJS dan Non BPJS di poli gigi RSUD Sunan Kalijaga Demak.

Penelitian dilakukan di Rumah Sakit Umum Daerah Sunan Kalijaga Demak menggunakan metode *observasi analitik* dengan rancangan *cross sectional*. Teknik pengambilan sampel dengan teknik *accidental sampling* dan jumlah sampel 78 responden yang dibagi 2 yaitu 39 responden BPJS dan 39 responden Non BPJS.

Hasil penelitian menunjukkan adanya perbedaan skor SERVQUAL mutu pelayanan antara pasien BPJS dan Non BPJS. Hasil analisis skor gap berdasarkan dimensi yaitu kehandalan skor gap -0,7 dan -0,9, bukti nyata skor gap -0,5 dan -0,6, ketanggapan skor gap -0,9 dan -1, jaminan skor gap -0,4 dan -0,4 dan empati -0,4 dan -1,1 memperoleh skor nilai sig (p) yaitu ( $p < 0,05$ ) yang menunjukkan perbedaan yang bermakna.

Kesimpulan ada perbedaan mutu pelayanan pasien Non BPJS dan pasien BPJS di Rumah Sakit Umum Daerah Sunan Kalijaga Demak.

**Kata kunci :** *mutu pelayanan Non BPJS, BPJS*

## **ABSTRACT**

*BPJS is a health insurance agency by the government in an effort to improve health services. From the results of previous studies, there were some quality services between BPJS and Non BPJS patients that were still not good. The purpose of this study was to determine the differences in service quality between BPJS and Non BPJS patients in General Hospital of Sunan Kalijaga Demak.*

*The study was conducted at the Sunan Kalijaga Demak Regional General Hospital used analytical observation methods with cross sectional design. The sampling size of 78 respondents divided by 2 namely 39 BPJS respondents and 39 Non BPJS respondents.*

*The results showed a difference in SERVQUAL score of service quality between BPJS and Non BPJS patients. The results of score analyzes based on the reliability dimension of the gap score -0.7 and -0.9, tangible evidence of the gap score -0.5 and -0.6, the responsiveness of the gap score -0.9 and -1, assurance score gap -0,4 and -0.4 and empathy -0.4 and -1.1*

*The conclusion consisted of the difference in the quality of service of Non BPJS patients and BPJS patients in the dental clinic at General Hospital of Sunan Kalijaga Demak.*

*Keywords: service quality, BPJS, Non BPJS*