

## ABTRAKSI

Seiring dengan keadaan sosial masyarakat yang semakin meningkat, masyarakat semakin sadar akan kualitas, maka perlu peningkatan kualitas pelayanan kesehatan yang lebih berorientasi pada kepuasan. Kunjungan pasien tahun 2013 dan 2014 di puskesmas Tayu II turun 0.40 dan 0.63 %, berkurangnya pasien mengindikasikan kepuasan semakin berkurang, sehingga minat ulang juga turun, yang mempengaruhi kepuasan dan minat kunjungan ulang adalah kualitas pelayanan yaitu kualitas layanan personal dan fisik. Jenis penelitian analisis *explanatory research*. Populasinya pengguna jasa puskesmas Tayu 85.637 orang tahun 2014. Sampel 100 orang diperoleh dari *purposive sampling*. Data primer dan sekunder. Metode analisis yaitu kualitatif dan kuantitatif yang menggunakan uji validitas, reliabilitas, asumsi klasik, regresi berganda, uji t dan koefisien determinasi. Hasil penelitian menggunakan path analisis terdapat pengaruh kualitas layanan personal terhadap kepuasan dan minat kunjungan ulang, terdapat pengaruh kualitas fisik terhadap kepuasan dan minat kunjungan ulang, dan terdapat pengaruh kepuasan terhadap minat kunjungan ulang

**Kata kunci** : Kualitas layanan personal, kualitas layanan fisik, kepuasan , minat kunjungan ulang

## **ABSTRACT**

*Along with increasing social circumstances, the public is increasing aware of the quality, it is necessary to improve the quality of health care that is more oriented to satisfaction, patient visits in 2014 and 2015 in primary Tayu fell 0.40 and 0.63% decrease in patient satisfaction indicates diminishing so re visit interest also down, which affects the satisfaction and re visit interest is the quality of service that is personalized service and physical quality. The type of research analysis research explanatory, user population puskesmas Tayu 85.673 people in 2014, 100 sample obtained from purposive sampling of primary and secondary data analysis methods are qualitative and quantitative use validity, reliability, classical assumptions, regression, t test and coefficient of determination. The results of studies using path analysis there are significant personal service quality on satisfaction and re visit interest, there is the influence of physical quality on satisfaction and re visit interest and there influence of satisfaction on re visit interest*

**Key word** : *Quality personalized service, Quality of physical service, Satisfaction, Re-Visit interest*