

## INTISARI

Kepuasan masyarakat terhadap pelayanan kesehatan gigi dan mulut adalah perbandingan antara persepsi terhadap pelayanan yang diterima dengan harapannya sebelum mendapatkan pelayanan (Teguh, 2011). Apabila harapannya terpenuhi, berarti pelayanan tersebut telah memberikan suatu kualitas yang luar biasa dan juga akan menimbulkan kepuasan yang tinggi. Tingkat kepuasan pasien merupakan salah satu indikator dalam menilai keberhasilan rumah sakit gigi dan mulut telah memberikan pelayanan kesehatan yang bermutu (Mas'ud, 2009). Aspek-aspek penilaian tingkat kepuasan dinilai berdasarkan lima dimensi mutu pelayanan yaitu jaminan (*assurance*), empati (*empathy*), kehandalan (*reliability*), daya tanggap (*responsiveness*), tampilan fisik (*tangible*) (Fandy Tjiptono, 2011).

Metode penelitian ini berjenis observasi dengan pendekatan *cross sectional* memakai instrumen kuesioner. Tingkat kepuasan pasien diukur menggunakan metode SERVQUAL, *Important Performance Analysis* (IPA) dan Diagram Kartesius, kepuasan dilihat melalui 5 Dimensi pelayanan yaitu jaminan (*assurance*), empati (*empathy*), kehandalan (*reliability*), daya tanggap (*responsiveness*), tampilan fisik (*tangible*) yang kemudian di bandingkan antara persepsi dan harapan pasien.

Berdasarkan analisis yang telah dilakukan maka didapatkan hasil sebesar 86,67% dengan *Gap* -0,60 yang artinya kualitas pelayanan kesehatan gigi dan mulut di RSIGM-SA Semarang telah sesuai atau dinilai cukup puas oleh pasien dalam memuaskan pasien.

**Kata kunci : SERVQUAL, Kepuasan Pasien, Kualitas Layanan.**

### ***Abstract***

*Satisfaction in dental care is a comparison between the perceptions of service received by expectations before getting service (Teguh, 2011). If expectations are met, then the service has provided an outstanding quality and will also lead to higher satisfaction. The level of patient satisfaction is one of the indicators in assessing the success of dental hospital has been providing quality health services (Masud, 2009). Aspects of assessment of the level of satisfaction rated based on five dimensions of service quality is the assurance, empathy, reliability, responsiveness and tangible (Fandy Tjiptono, 2011).*

*This research using survey method with quisionaire Single Cross Sectional Study approaches. Research using Servqual (Service Quality) model was discovered by Parasuraman, Zeithaml and Berry use five dimensions of service quality, that was tangible, reliability, responsiveness, assurance, and empathaty. Satisfaction level measured with SERVQUAL method (Gap analysis) and Important Performance Analysis (IPA) that was difference expectation before customer receiving the service and perception after that; and Cartesian Diagram analysis, that was mapping atribut service quality on Cartesian Diagram.*

*Based on the analysis conducted, the results obtained by 86.67% with Gap -0.60, which means the quality of oral health care service in RSIGM-SA Semarang compliance or considered quite satisfied by the patient in patient satisfaction.*

***Keywords: SERVQUAL, Patient Satisfaction, Quality of Service.***