

ABSTRACT

Background: *Patients' interest in repeat visits to the health center is influenced by the patient's experience based on the quality of service they have received, therefore the health center must provide quality health services so that the health center becomes the main choice for health service users, especially patients. The aim of this research is to find out whether there is a relationship between service quality and patient interest in returning to the Sengeti Muaro Jambi Community Health Center.*

Method: *Cross Sectional research design, the sample size was 105 patients visiting in May-June 2024 who were selected using Accidental Sampling. Variable X in this research is concrete evidence, reliability, responsiveness, assurance, empathy. Meanwhile, variable Y is interest in returning. Data collection uses a questionnaire with interview techniques. The analysis used is chi-square.*

Results: *The results of this study show that the distribution of respondents based on perceptions about the quality of service (physical evidence) at the Sengeti Muaro Jambi Health Center, patients rated 60 respondents (57.1%) as poor. Perceptions about service quality (reliability), patients rated it as poor by 61 respondents (58.1%). Perceptions about the quality of service (responsiveness), patients rated it as poor by 58 respondents (55.2%). Perceptions about the quality of service (assurance), patients rated it as poor by 58 respondents (55.2%). Perceptions about mutual service (empathy), patients rated it as poor, namely 57 respondents (54.3%).*

Conclusion: *It was concluded that there is a relationship between service quality and patient interest in returning to the Sengeti Muaro Jambi Community Health Center.*

Keywords: *Service Quality, Interest in Repeat Visits*

ABSTRAK

Latar belakang: Minat kunjungan ulang pasien ke puskesmas dipengaruhi oleh pengalaman pasien berdasarkan kualitas pelayanan yang telah diterimanya, oleh karena itu puskesmas harus memberikan pelayanan kesehatan yang berkualitas agar puskesmas tersebut menjadi pilihan utama pengguna pelayanan kesehatan khususnya pasien. Tujuan penelitian ini yaitu untuk mengetahui apakah ada hubungan antara kualitas pelayanan dengan minat kunjung ulang pasien di Puskesmas Sengeti Muaro Jambi.

Metode: Desain penelitian *Cross Sectional*, jumlah sampel 105 yang merupakan pasien yang berkunjung pada bulan Mei-Juni 2024 yang dipilih menggunakan *Accidental Sampling*. Variabel X pada penelitian ini adalah tangible, reliability, responsiveness, assurance, empathy. Sedangkan variabel Y ialah minat kunjung ulang. Pengumpulan data menggunakan kuesioner dengan teknik wawancara. Analisis yang digunakan adalah *chi-square*.

Hasil: Hasil penelitian ini menunjukkan bahwa distribusi responden berdasarkan persepsi tentang mutu pelayanan (bukti fisik) di Puskesmas Sengeti Muaro Jambi, pasien menilai kurang baik 60 responden (57,1%). Persepsi tentang mutu pelayanan (kehandalan), pasien menilai kurang baik 61 responden (58,1%). Persepsi tentang mutu pelayanan (daya tanggap), pasien menilai kurang baik 58 responden (55,2%). Persepsi tentang mutu pelayanan (jaminan), pasien menilai kurang baik 58 responden (55,2%). Persepsi tentang mutu pelayanan (empati), pasien menilai kurang baik ialah sebanyak 57 responden (54,3%).

Kesimpulan: Disimpulkan bahwa ada hubungan antara kualitas pelayanan dengan minat kunjung ulang pasien di puskesmas Sengeti Muaro Jambi.

Kata Kunci: Kualitas Pelayanan, Minat Kunjung Ulang