

**GAMBARAN PEMANFAATAN ULANG JASA PELAYANAN  
KESEHATAN BALAI PENGOBATAN UMUM BERDASARKAN  
KUALITAS PELAYANAN DAN FASILITAS DI UPT POLIKLINIK  
UNIVERSITAS DIAN NUSWANTORO SEMARANG TAHUN 2016**

**HARISTA OKTAVIADI S.**

(Pembimbing : Retno Astuti Setijaningsih, SS, MM)  
*Kesehatan Masyarakat - S1, FKes, Universitas Dian  
Nuswantoro*

*www.dinus.ac.id*

*Email : 411200900970@mhs.dinus.ac.id*

**ABSTRAK**

Unit Pelaksana Teknis (UPT) Poliklinik didirikan untuk memberikan fasilitas pelayanan kesehatan baik kepada mahasiswa, karyawan dan keluarganya, serta masyarakat umum di sekitar lokasi kampus. Berdasarkan survei awal penelitian 10 mahasiswa yang berkunjung ke UPT poliklinik ketika sakit, 4 mahasiswa berpendapat bahwa kualitas pelayanan poliklinik sudah baik dan fasilitas yang kurang dari poliklinik yaitu ruang tunggu yang kurang luas, kurangnya kursi tunggu serta fasilitas timbangan tidak akurat. Tujuan penelitian adalah mengetahui gambaran perilaku pemanfaatan ulang jasa pelayanan kesehatan Balai Pengobatan Umum UPT Poliklinik Universitas Dian Nuswantoro berdasarkan kualitas pelayanan dan fasilitas di UPT Poliklinik Universitas Dian Nuswantoro Semarang.

Penelitian ini adalah penelitian deskriptif kuantitatif. Sampel penelitian Mahasiswa aktif Universitas Dian Nuswantoro yang melakukan kunjungan ke Balai Pengobatan Umum UPT Poliklinik Universitas Dian Nuswantoro minimal dua kali kunjungan dalam tiga bulan terakhir (50 orang). Menggunakan pendekatan Cross Sectional.

Hasil penelitian menunjukkan bahwa dokter di Poliklinik sabar dalam memberikan pelayanan 78%; dokter di Poliklinik bersedia untuk menyapa pasien dengan baik 46%; petugas administrasi di Poliklinik bersedia untuk menyapa pasien dengan baik 60%; Ketersediaan kemoceng memadahi 72%; ketersediaan timbangan berat badan yang memadahi 24%; kelengkapan ketersediaan alat kedokteran berupa termometer di Poliklinik, tersedia dengan baik 30%; Setiap bulan, responden memeriksakan kesehatan responden di UPT Poliklinik Universitas Dian Nuswantoro 74%; pelayanan petugas administrasi di UPT Poliklinik Universitas Dian Nuswantoro sangat memuaskan 40%; kualitas pelayanan yang diberikan petugas apotik (apoteker), membuat responden memeriksakan kembali dirinya ke UPT Poliklinik Universitas Dian Nuswantoro 40%.

Peningkatan pelayanan kesehatan perlu dilakukan dalam komunikasi yang baik terhadap pasien seperti menyapa pasien dengan ramah sehingga pasien tertarik dan merasa lebih nyaman memeriksakan dirinya ke UPT Poliklinik Universitas Dian Nuswantoro ketika sakit.

Kata Kunci : pemanfaatan ulang jasa pelayanan kesehatan, kualitas pelayanan, fasilitas

**DESCRIPTION OF RE-UTILIZATION OF GENERAL HEALTH SERVICES BY POLYCLINIC OF DIAN NUSWANTORO UNIVERSITY SEMARANG 2016**

**HARISTA OKTAVIADI S.**

(Lecturer : Retno Astuti Setijaningsih, SS, MM)

*Bachelor of Public Health - S1, Faculty of Health Science,  
DINUS University*

*www.dinus.ac.id*

*Email : 411200900970@mhs.dinus.ac.id*

**ABSTRACT**

Technical Implementation Unit of polyclinic was established to provide good health care facilities to students, employees and families, as well as the general public in campus area. Based on the initial survey on 10 students who visited the clinic, four students report polyclinic service quality was good and the facilities were good but need more space to waiting room, lounge chairs and a lack of facilities such as inaccurate scales. The purpose of the study was to describe the behavior of health care services re-utilization of Polyclinic Dian Nuswantoro university based quality of service and facilities at the Dian Nuswantoro polyclinic Semarang.

This study was quantitative descriptive with cross sectional approach. Samples were Students of Dian Nuswantoro University (50 students).

Results showed that doctors of Polyclinic patient in providing services (78%); a doctor at the Polyclinic willing to greet patients (46%); the staff at the Polyclinic willing to greet patients (60%); availability of weigh measurement (72%); availability weight scales (24%); the completeness of the availability of medical devices such as thermometers at the Polyclinic (30%); once a month respondent checks the health status in Polyclinic University of Dian Nuswantoro (74%); 40% felt the services was very satisfaction; 40% of patients re-utilization the polyclinic of Dian Nuswantoro.

Improved health services need to be done in good communication to patients such as friendly greeting so that patients feel more comfortable and interested to re-utilization the Polyclinic UPT Dian Nuswantoro University.

**Keyword** : the utilization of healthcare services, quality of service , facilities