

ABSTRACT

Persepsi dan Harapan Pasien Terhadap Kepuasan Pelayanan

Pendaftaran *online* Rawat Jalan di RSUD Karangasem

Perkembangan sistem digital dalam pelayanan kesehatan mendorong rumah sakit menerapkan sistem pendaftaran *online* guna meningkatkan efektivitas layanan, mengurangi waktu tunggu, dan meningkatkan kepuasan pasien. Namun, dalam pelaksanaannya masih ditemukan kendala seperti ketidaksesuaian jadwal kontrol, masalah verifikasi data, serta pasien yang masih harus mengantre kembali di loket pendaftaran. Penelitian ini bertujuan untuk mengetahui persepsi dan harapan pasien terhadap kepuasan pelayanan pendaftaran *online* rawat jalan di RSUD Karangasem. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah partisipan sebanyak 9 orang. Pengumpulan data dilakukan melalui wawancara dan observasi. Instrumen penelitian yang digunakan berupa pedoman wawancara dan lembar observasi. Analisis data wawancara melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa persepsi pasien terhadap sistem pendaftaran *online* cenderung positif karena memberikan kemudahan, efisiensi waktu, dan fleksibilitas. Namun, masih terdapat hambatan berupa gangguan jaringan, sistem *error*, dan fasilitas pendukung yang belum optimal. Kondisi ini menimbulkan kesenjangan antara persepsi dan harapan pasien. Pasien mengharapkan sistem yang lebih stabil, cepat, dan akurat. Berdasarkan hasil tersebut, dapat disimpulkan bahwa sistem pendaftaran *online* rawat jalan di RSUD Karangasem telah memberikan manfaat, namun belum sepenuhnya memenuhi harapan pasien. Oleh karena itu, diperlukan peningkatan kualitas sistem dan fasilitas pendukung secara berkelanjutan untuk meningkatkan kepuasan pasien.

Kata kunci: Persepsi, Harapan, Kepuasan Pasien, Pendaftaran *Online*, Rawat Jalan.

ABSTRACT

Patient Perceptions and Expectations for Satisfaction of Outpatient Online Registration Services at Karangasem Hospital

Digital systems in health services encourages hospitals to implement online registration to increase service effectiveness, reduce wait times, and increase patient satisfaction. However, in its implementation, obstacles were still found such as inconsistencies in the control schedule, data verification problems, and patients who still had to queue up again at the registration counter. This study aims to find out the patient's perception and expectations of satisfaction with outpatient online registration services at Karangasem Hospital. This study uses a qualitative method with a descriptive approach. The sampling technique used purposive sampling with a total of 9 participants. Data collection was carried out through interviews and observations. The research instruments used were in the form of interview guidelines and observation sheets. Analysis of interview data through the stages of data reduction, data presentation, and conclusion drawn. The results showed that patients' perceptions of the online registration system tended to be positive because it provided convenience, time efficiency, and flexibility. However, there are still obstacles in the form of network disruptions, system errors, and suboptimal supporting facilities. This condition creates a gap between patient perception and expectations, where patients expect a more stable, fast, and accurate system. Based on these results, it can be concluded that the outpatient online registration system at Karangasem Hospital has provided benefits, but has not fully met patient expectations. Therefore, it is necessary to continuously improve the quality of the system and supporting facilities to improve patient satisfaction.

Keywords: *Perception, Expectations, Patient Satisfaction, Online Registration, Outpatient.*