

ABSTRAK

GAMBARAN KUALITAS PELAYANAN KADER PADA POSYANDU ERA INTEGRASI LAYANAN PRIMER

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Latar Belakang: Posyandu era Integrasi Layanan Primer (ILP) merupakan pembaruan pelayanan kesehatan dasar yang menekankan penguatan peran kader. Namun demikian, implementasi ILP di lapangan masih menunjukkan variasi kualitas pelayanan yang signifikan dengan beberapa dimensi yang belum optimal. Penelitian ini bertujuan mengidentifikasi gambaran kualitas pelayanan kader pada posyandu era Integrasi Layanan Primer.

Metode: Penelitian kuantitatif deskriptif observasional dengan 163 responden pengunjung posyandu ILP di Kelurahan Purwokerto Kidul, Kabupaten Banyumas. Sampel dipilih menggunakan *proportional cluster random sampling* dari populasi 246 pengunjung. Pengumpulan data menggunakan kuesioner berbasis Teori Model *SERVQUAL* diadaptasi dari Sihalohe (2022) dengan 20 item pertanyaan valid ($r > 0,312$, *cronbach's alpha* 0,865). Analisis data dilakukan secara univariat menggunakan distribusi frekuensi dan persentase.

Hasil: Sebanyak 91 responden (55,8%) menilai kualitas pelayanan baik dan 72 responden (44,2%) menilai kurang baik. Analisis lima dimensi *SERVQUAL* menunjukkan: empati 73,6% baik, daya tanggap 55,2% baik, keandalan 49,7% baik, jaminan 45,4% baik, dan bukti fisik 31,9% baik.

Kesimpulan: Mayoritas responden menilai kualitas pelayanan kader posyandu ILP baik dengan dimensi empati menjadi dimensi terkuat, sebaliknya kelemahan kritis pada dimensi bukti fisik. Hal inilah yang membuktikan perlunya peningkatan berkelanjutan infrastruktur dan kompetensi kader.

Kata kunci: Integrasi Layanan Primer, Kader Posyandu, Kualitas Pelayanan

ABSTRACT

DESCRIPTION OF SERVICE QUALITY PROVIDED BY COMMUNITY HEALTH WORKERS AT INTEGRATED HEALTHCARE CENTERS IN THE PRIMARY SERVICE INTEGRATION ERA

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Background: Integrated Healthcare Centers operating within the Primary Service Integration (ILP) era have been established as a basic health service reform that emphasizes strengthened roles of community health workers. Implementation in the field, however, has demonstrated significant variations in service quality across multiple dimensions that remain suboptimal. The study aimed to identify service quality provided by community health workers at Integrated Healthcare Centers in the Primary Service Integration era.

Methods: A quantitative descriptive observational study was conducted involving 163 respondents who were visitors at Integrated Healthcare Centers implementing ILP in Purwokerto Kidul Village, Banyumas Regency. Proportional cluster random sampling was used to select samples from a population of 246 visitors. Data collection was performed using a questionnaire based on SERVQUAL Model Theory adapted from Sihalo (2022), containing 20 valid items ($r > 0.312$, Cronbach's alpha 0.865). Univariate analysis was conducted using frequency distribution and percentage calculations.

Results: Among 163 respondents, 91 respondents (55.8%) assessed service quality as good, while 72 respondents (44.2%) assessed it as inadequate. Analysis of five SERVQUAL dimensions revealed: empathy 73.6% good, responsiveness 55.2% good, reliability 49.7% good, assurance 45.4% good, and tangibles 31.9% good.

Conclusion: The majority of respondents evaluated the quality of services provided by ILP community health workers as good, with the empathy dimension being identified as the strongest dimension, whereas a critical weakness was found in the tangible dimension. These findings demonstrated the need for continuous improvement in infrastructure and community health workers competence.

Keywords: Community Health Workers, Primary Service Integration, Service Quality