

RINGKASAN

Penelitian ini bertujuan untuk menganalisis penerapan digitalisasi pelayanan kesehatan pada proses pendaftaran online pasien di UPTD Puskesmas Banjarnegara I. Latar belakang penelitian didasarkan pada upaya pemerintah dalam mewujudkan pelayanan publik yang efektif, efisien, transparan, dan akuntabel melalui transformasi digital, khususnya di sektor kesehatan. Digitalisasi pelayanan publik merupakan bagian dari implementasi e-government yang diharapkan mampu meningkatkan kualitas layanan, mempercepat proses administrasi, serta mengurangi kesalahan dalam pengelolaan data pasien.

Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan fokus analisis pada tiga elemen pengembangan e-government, yaitu support (dukungan), capacity (kapasitas), dan value (manfaat). Data diperoleh melalui observasi, wawancara, dan dokumentasi untuk menilai sejauh mana penerapan pendaftaran online di puskesmas telah berjalan secara optimal.

Hasil penelitian menunjukkan bahwa penerapan pendaftaran online di UPTD Puskesmas Banjarnegara I memberikan kemudahan akses layanan serta meningkatkan efisiensi pelayanan bagi pasien dan tenaga kesehatan. Namun, dalam pelaksanaannya masih ditemukan beberapa kendala, antara lain keterbatasan pemerataan kemampuan sumber daya manusia dalam penguasaan teknologi, gangguan jaringan internet, serta rendahnya tingkat partisipasi masyarakat dalam memanfaatkan layanan pendaftaran online. Meskipun demikian, sistem digital yang diterapkan dinilai mampu memberikan nilai tambah berupa peningkatan transparansi, efektivitas pelayanan, serta kepuasan masyarakat terhadap layanan kesehatan, meskipun penerapannya belum sepenuhnya optimal.

Kata kunci: Digitalisasi, Pelayanan Publik, *E-Government*, Pelayanan Kesehatan, Pendaftaran Online.

SUMMARY

This study aims to analyze the implementation of digital health service delivery through an online patient registration system at UPTD Puskesmas Banjarnegara I. The research is motivated by the government's efforts to realize effective, efficient, transparent, and accountable public services through digital transformation, particularly in the health sector. The digitalization of public services is a form of e-government implementation intended to improve service quality, accelerate administrative processes, and minimize errors in patient data management.

This research employs a descriptive qualitative approach, focusing on three key elements of e-government development: support, capacity, and value. Data were collected through observation, interviews, and documentation to assess the effectiveness of the online registration system implementation at the public health center.

The findings indicate that the implementation of the online registration system at UPTD Puskesmas Banjarnegara I has facilitated easier access to health services and improved service efficiency for both patients and healthcare workers. However, several challenges remain, including uneven technological competence among human resources, internet network disruptions, and low public participation in using the online registration application. Despite these challenges, the digital system has provided added value by enhancing transparency, service effectiveness, and public satisfaction with healthcare services, although its implementation has not yet been fully optimized.

Keywords: Digitalization, Public Service, E-Government, Health Service, Online Registration.