

**Evaluasi Kualitas Pelayanan Program Rujuk Balik Pasien BPJS Kesehatan
Menggunakan Metode *Servqual* dan IPA di Puskesmas Kencong Tahun 2015**
*(Evaluation Quality of Services Patients Confer Turning Health Program Social
Security Agency Using Servqual Method and IPA at Community Health Center Kencong
in 2015)*

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ABSTRACT

Confer Turning Program is health services given to chronic disease sufferers with stable condition and still needs treatment or care nursing long-term carried out in health facilities the first tier above the recommendations / referral specialist / sub a specialist who takes care of . Preliminary studies at Community Health Center Kencong, several problems were found of them many former participants askes who get the disease a chronicle or usually obtain a remedy confer turning for a month ahead complained about Health Program Social Security Agency only provide a cure for themselves day. The lack of certain drugs at community health center appropriate formulary national and the quantity of medicine community health center insufficient .This research was conducted to evaluate the quality of service programs patients confer turning Health Program Social Security Agency using Servqual Method and Analysis Importance Performance at Community Health Center Kencong in 2015. Research using quantitative descriptive survey method with cross sectional approach uses. The technique of sampling use the sampling performed incidental in October-November by 2015 and the number of samples obtained as many as 31 respondents. Based on the results of research using the servqual method indicates the average value of a negative gap is relatively small. The relatively small gap still shows that the confer turning service in Community Health Center Kencong has not been fully optimized. Based on the results of a Cartesian diagram mapping by using the method of Importance Performance Analysis (IPA). Note there are three attributes that go included in first quadrant and five attributes that go includen in third quadrant who became a top priority for effected improvements in quality improvement/quality of confer turning service at Community Health Center Kencong. Community Health Center Kencong need to maintain the dimensions of the Ministry that became hallmarks in the eyes of the patient.

Keywords: *Evaluation Quality of Service, Confer Turning Program, Servqual, Importance Performance Analysis*