

CHAPTER IV

CONCLUSION

4.1 Conclusion

The study entitled “Analysis of Service Quality at Cempaka Putih Community Health Center, Central Jakarta” aims to analyze service quality based on the perceptions of the community as health service users using the SERVQUAL approach and service performance measurement (SERVPERF).

Based on the results of data analysis and hypothesis testing conducted in this study regarding service quality at the Cempaka Putih Community Health Center, the results indicate that not all dimensions of service quality have a significant influence on overall service quality. Among the five dimensions analyzed, namely tangibles, reliability, responsiveness, assurance, and empathy, only the assurance and empathy variables show a significant positive effect on service quality. This means that the competence of medical personnel, the sense of security felt by patients, and the attention given to patients play an important role in shaping patient perceptions of service quality.

The variables tangibles, reliability, and responsiveness do not show a significant influence on service quality. This indicates that aspects such as physical facilities, service accuracy, and the speed of service are not the main factors influencing patient assessments in this study. However, these aspects remain important components that support the overall quality of healthcare services.

Based on the descriptive statistical analysis, most respondents generally gave fairly positive assessments of the services provided at the Cempaka Putih Community Health Center. This shows that the services delivered have met patient expectations to some extent, although there are still differences in perceptions among respondents.

Overall, this study shows that aspects related to trust, professionalism, and attention from medical personnel are key factors that influence patient perceptions of healthcare service quality.

4.2 Suggestions

Based on the conclusions obtained from this study, the following recommendations are proposed:

1. Suggestions foror the Cempaka Putih Community Health Center

It is recommended that the health center continue to improve the quality of services, especially in aspects related to assurance and empathy. Medical personnel are expected to maintain professionalism, increase patient trust, and provide more attentive and patient-centered services.

2. Improvement of Service Facilities and Performance

Although the tangibles, reliability, and responsiveness variables were not significant in this study, improvements in service facilities, service consistency, and response speed still need to be carried out to support better healthcare services.

3. Suggestions for Future Research

Future researchers are expected to develop this study by adding other variables that may influence service quality, increasing the number of respondents, or using different research methods to obtain more comprehensive results.