

## ABSTRACT

Rahmat Agung Muafik, Communication Science Study Program, Faculty of Social and Political Sciences, Djuanda University, 2022. The Influence of Two-Way Communication on Patient Satisfaction in the Excellent Service Process at the Public Health Center (Puskesmas) Ciderum, Caringin Sub-District, Bogor Regency. Advisor I, Ginung Pratidina, Dra., M.Si, Advisor II, Koesworo Setiawan, S.Sos., M.IK.

Excellent service is composed of four primary components: Attitude, Attention, Action And Anticipation. The essence of public service is satisfying the needs of the community in order to meet those needs. There are five elements of consumer satisfaction: tangible, reliability, responsiveness, assurance, and empathy.

This study aimed to analyze the influence of two-way communication in the excellent service process by the officer on public satisfaction at Puskesmas Ciderum. The type of research utilized in this study is descriptive quantitative research. This methodology utilizes a quantitative approach to survey research. Techniques for collecting data in the form of primary data (questionnaires, observations, and interviews) and secondary data (bibliographies, statistical databases, etc) (documents, company profiles, guidebooks, and photos). The WMS (Weight Mean Score) algorithm is utilized by this data analysis technique. While a Likert scale is used as the scale of measurement in this study.

The results of the study indicate that the Puskesmas Ciderum of Bogor Regency has been successfully implementing the two-way communication component of the excellent service process. This is demonstrated by the analysis's final average value of 4.24, which has a very good interpretation. Similarly, the Consumer Satisfaction variable has a final average value of 4.26 with a very good interpretation, indicating that the service provided by the Puskesmas service officer is excellent.

**Keywords:** Consumer Satisfaction; Two-Way Communication; Excellent Service.

**AFFIDAVIT**

This is to certify that I have translated the foregoing from Indonesian to English  
that it is true and complete and that I am competent in both languages.

Jakarta, November 20, 2022



SOESIRO  
Decree of Governor of DKI Jakarta No. 527/1995

## **ABSTRAK**

Rahmat Agung Muafik, Program Studi Sains Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Djuanda, 2022. Pengaruh Komunikasi Dua Arah Dalam Proses Pelayanan Prima Terhadap Kepuasan Pasien Di Puskesmas Ciderum Kecamatan Caringin, Kabupaten Bogor. Pembimbing I, Ginung Pratidina, Dra., M.Si, Pembimbing II, Koesworo Setiawan, S.Sos., M.IK.

Pelayanan prima terdiri dari empat unsur pokok, yaitu: Sikap, Perhatian, Tindakan, Antisipasi. Hakekat pelayanan publik adalah memenuhi kebutuhan masyarakat dengan upaya memberikan kepuasan kepada masyarakat. Terdapat lima dimensi karakteristik kepuasan konsumen yaitu: bukti langsung, keandala, daya tangkap, jaminan, dan empati.

Tujuan dari penelitian ini adalah untuk mengkaji pengaruh komunikasi dua arah dalam proses pelayanan prima oleh petugas terhadap kepuasan masyarakat di Puskesmas Ciderum. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian deskriptif kuantitatif. Metode penelitian ini menggunakan penelitian survey dengan pendekatan kuantitatif. Teknik pengumpulan data berupa data primer (kuesioner, observasi, dan wawancara) dan sekunder (dokumen, *company profile*, buku panduan, dan foto). Teknik analisis data ini menggunakan rumus WMS (*Weight Mean Score*). Sedangkan skala pengukuran dalam penelitian ini menggunakan skala likert.

Hasil penelitian menunjukan variabel Komunikasi Dua Arah Dalam Proses Pelayanan Prima yang dilakukan Pihak Puskesmas Ciderum Kab. Bogor sudah berjalan dengan sangat baik. Hal ini dibuktikan dengan hasil analisi yang memiliki nilai rata-rata akhir 4,24 dengan penafsiran Sangat Baik. Begitupun variabel Kepuasan Konsumen memiliki nilai rata-rata akhir 4,26 dengan penafsiran Sangat Baik, yang menunjukan bahwa pelayanan yang dilakukan petugas pelayanan Puskesmas sudah sangat baik.

**Keywords:** Kepuasan Konsumen; Komunikasi Dua Arah; Pelayanan Prima.