

ABSTRAK

Pelayanan Posyandu Lansia merupakan salah satu upaya pemerintah dalam meningkatkan kesejahteraan lanjut usia melalui pelayanan kesehatan yang mudah diakses dan berkelanjutan sebagaimana diamanatkan dalam Undang-Undang Nomor 13 Tahun 1998 tentang Kesejahteraan Lanjut Usia. Meskipun kegiatan Posyandu Lansia di Gampong Batuphat Barat Kecamatan Muara Satu telah dilaksanakan secara rutin, temuan awal mengindikasikan adanya kesenjangan antara pelaksanaan pelayanan dengan kualitas pelayanan yang dirasakan oleh lansia. Penelitian ini bertujuan untuk mengetahui kualitas pelayanan Posyandu Lansia dalam meningkatkan kesejahteraan lanjut usia serta faktor-faktor yang menghambat pelaksanaannya. Pendekatan kualitatif digunakan melalui wawancara mendalam terhadap sepuluh informan yang terdiri dari unsur Dinas Kesehatan, Puskesmas, pemerintah gampong, kader Posyandu, lansia, dan keluarga lansia. Analisis data menggunakan teori pelayanan (SERVQUAL) oleh Parasuraman, Zeithaml, dan Berry., yang meliputi dimensi keandalan, daya tanggap, jaminan, empati, dan berwujud. Hasil penelitian menunjukkan bahwa pelayanan Posyandu Lansia belum optimal pada seluruh dimensi kualitas pelayanan. Kondisi tersebut ditandai oleh ketidakkonsistenan pelaksanaan pelayanan, keterbatasan respons terhadap kebutuhan lansia, kurangnya kesempatan lansia dalam menyampaikan keluhan kesehatan, serta keterbatasan sarana dan prasarana pelayanan. Faktor penghambat meliputi faktor internal berupa keterbatasan sumber daya manusia dan sarana prasarana, serta faktor eksternal berupa rendahnya partisipasi lansia yang dipengaruhi kondisi kesehatan, jarak lokasi pelayanan, minimnya dukungan keluarga, dan persepsi terhadap pelayanan yang diberikan. Penelitian ini menyarankan peningkatan fasilitas pelayanan, penguatan sosialisasi kepada lansia dan keluarga, serta peningkatan koordinasi antara kader, pemerintah gampong, dan tenaga kesehatan guna meningkatkan kualitas pelayanan Posyandu Lansia.

Kata Kunci: Posyandu Lansia, Pelayanan, SERVQUAL, Kesejahteraan Lanjut Usia.

ABSTRACT

The Posyandu (Integrated Health Post) for the Elderly is one of the government's efforts to improve the welfare of the elderly through accessible and sustainable health services as mandated by Law Number 13 of 1998 concerning the Welfare of the Elderly. Although Posyandu activities for the Elderly in Gampong Batuphat Barat, Muara Satu District have been carried out routinely, initial findings indicate a gap between the implementation of services and the quality of services perceived by the elderly. This study aims to determine the quality of Posyandu services for the Elderly in improving the welfare of the elderly and the factors that hinder its implementation. A qualitative approach was used through in-depth interviews with ten informants consisting of elements of the Health Office, Community Health Centers, village governments, Posyandu cadres, the elderly, and the elderly's families. Data analysis used A. Parasuraman's service theory which includes the dimensions of reliability, responsiveness, assurance, empathy, and tangibility. The results of the study indicate that Posyandu services for the Elderly are not optimal in all dimensions of service quality. This condition is characterized by inconsistency in service implementation, limited response to the needs of the elderly, lack of opportunities for the elderly to convey health complaints, and limited service facilities and infrastructure. Inhibiting factors include internal factors such as limited human resources and infrastructure, and external factors such as low participation of the elderly, influenced by health conditions, distance from service locations, minimal family support, and perceptions of the services provided. This study recommends improving service facilities, strengthening outreach to the elderly and their families, and enhancing coordination between cadres, village governments, and health workers to improve the quality of Posyandu services for the elderly.

Keywords: *Posyandu for the elderly, services, SERVQUAL, elderly welfare.*