ABSTRACT

THE QUALITY OF HEALTH SERVICES AT THE SOCIAL REHABILITATION CENTER OF THE TECHNICAL IMPLEMENTATION UNIT (UPT) OF THE MATTIRO DECENG WOMEN'S SOCIAL SERVICE CENTER (PPSKW), MAKASSAR

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Quality health services play an important role in supporting the recovery of the physical, mental, and social conditions of beneficiaries, thereby contributing to the success of social rehabilitation. This study aims to analyze the quality of health services at the Technical Implementation Unit (UPT) *of the Mattiro Deceng Women's Social Service Center* (PPSKW) *Makassar based on the SERVQUAL model proposed by Parasuraman et al. (2020), using the dimensions of Tangibles, Reliability, Responsiveness, Assurance, and Empathy.*

This study employed a Mixed-Methods approach with an Embedded Design (QUAN + qual). Quantitative data were collected through questionnaires distributed to beneficiaries, while qualitative data were obtained through in-depth interviews with management, social workers, and beneficiaries, as well as through observation and document reviews of health services.

The results showed that the quality of health services was categorized as good, with an average score of 4.34. The Empathy dimension obtained the highest score of 4.62, while the Tangibles dimension, with a score of 3.97, was identified as an aspect requiring further improvement. The strengths of the services included the empathetic attitude of the healthcare personnel, interprofessional coordination, and service responsiveness. Meanwhile, limitations in facilities, healthcare personnel, medical equipment, and documentation and monitoring systems constituted the main challenges. These findings provide a basis for developing a more integrated health service model at the UPT PPSKW Mattiro Deceng Makassar.

Keywords: Health Service Quality, SERVQUAL, Social Rehabilitation, Mixed Methods

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