

ABSTRAK
SEKOLAH TINGGI ILMU KESEHATAN
BINA HUSADA PALEMBANG
PROGRAM STUDI KEPERAWATAN
Skripsi, Januari 2024

KARINA EKA PUSPASARI
Hubungan Mutu Pelayanan Dengan Kepuasan Pasien di Karin *Beauty Clinic*
Baturaja Kabupaten Ogan Komering Ulu Tahun 2024
(xv/ 41 halaman/ 5 tabel/ 2 Bagan/ 7 lampiran)

Di era globalisasi saat ini kecantikan merupakan sesuatu yang sangat melekat bagi kaum wanita. Hasil survei mengungkapkan bahwa alasan responden ingin menggunakan produk perawatan kecantikan sekitar 66,35% dari jumlah responden, selanjutnya usia mulai menggunakan produk perawatan kecantikan pada umur 15-20 tahun ada sekitar 46,43%, rata responden menyadari tanda penuaan dini pada umur 25-30 tahun ada sekitar 57,07%. Penelitian ini bertujuan untuk mengetahui hubungan mutu pelayanan dengan kepuasan pasien di Karin *Beauty Clinic* Baturaja Kabupaten Ogan Komering Ulu.

Metode penelitian yang digunakan survey analitik dengan pendekatan desain *cross sectional*. Penelitian ini dilaksanakan di Karin *Beauty Clinic* Baturaja Kabupaten Ogan Komering Ulu pada tanggal 11-26 Januari tahun 2024. Pada penelitian ini Populasi dalam penelitian ini adalah semua konsumen yang datang ke Karin *Beauty Clinic* Baturaja Kabupaten Ogan Komering Ulu pada tahun 2023 yang berjumlah 6.031 orang. Jumlah sampel sebanyak 99 responden di Karin *Beauty Clinic* Baturaja Kabupaten Ogan Komering Ulu diambil menggunakan teknik *accidental sampling*. Instrument penelitian menggunakan lembar kuesioner. Analisis data menggunakan analisis univariat dan analisis bivariat dengan menggunakan uji *chi square*.

Hasil penelitian univariat diperoleh distribusi frekuensi kepuasan pasien di Karin *Beauty Clinic* Baturaja Kabupaten Ogan Komering Ulu didapatkan responden lebih banyak yang puas yaitu sebanyak 71,7% dibandingkan yang kurang puas sebanyak 28,3%, mutu pelayanan lebih banyak yang baik yaitu sebanyak 80,8% dibandingkan yang kurang baik sebanyak 19,2%. Hasil bivariat uji statistik *chi square* diperoleh nilai *p value* =0,004.

Kesimpulan ada hubungan mutu pelayanan dengan kepuasan pasien di Karin *Beauty Clinic* Baturaja Kabupaten Ogan Komering Ulu dengan nilai. Diharapkan pemilik Karin *Beauty Clinic* Baturaja Kabupaten Ogan Komering Ulu dapat melengkapi pelayanan perawatan yang sudah ada seperti dengan menambahkan pelayanan *injeksi whitening* dan lain-lain.

Daftar Pustaka : 25 (2015-2023)

Kata Kunci : Mutu Pelayanan, Kepuasan Pasien.

ABSTRACT
INSTITUTE OF HEALTH SCIENCE
BINA HUSADA PALEMBANG
NURSING STUDY PROGRAM
Thesis, January 2024

KARINA EKA PUSPASARI

The Relationship between Service Quality and Patient Satisfaction at Karin Beauty Clinic Baturaja, Ogan Komering Ulu Regency 2024
(xv/ 41 pages/ 5 tables/ 2 Charts/ 7 appendices)

In the current era of globalization, beauty is something that is very inherent to women. The survey results revealed that the reason respondents wanted to use beauty care products was around 66.35% of the total number of respondents, then the age at which they started using beauty care products was around 46.43%, the average respondent was aware of the signs of premature aging at the age of 25-20. 30 years there is around 57.07%. This study aims to determine the relationship between service quality and patient satisfaction at Karin Beauty Clinic Baturaja, Ogan Komering Ulu Regency.

Research method used was an analytical survey with a cross sectional design approach. This research was carried out at Karin Beauty Clinic Baturaja, Ogan Komering Ulu Regency in 11-26 January 2024. In this research, the population in this study were all consumers who came to Karin Beauty Clinic Baturaja, Ogan Komering Ulu Regency in 2023, totaling 6,031 people. The total sample of 99 respondents at Karin Beauty Clinic Baturaja, Ogan Komering Ulu Regency was taken using accidental sampling technique. The research instrument uses a questionnaire sheet. Data analysis used univariate analysis and bivariate analysis using the chi square test.

Results of the univariate research showed that there was a frequency distribution of patient satisfaction at Karin Beauty Clinic Baturaja, Ogan Komering Ulu Regency, it was found that more respondents were satisfied, namely 71.7% compared to who were less satisfied 28.3%, the quality of service was better. Many were good, namely 80.8% compared to 19.2% who were not good. The results of the bivariate chi square statistical test obtained a p value = 0.004.

The conclusion is that there is a relationship between service quality and patient satisfaction at Karin Beauty Clinic Baturaja, Ogan Komering Ulu Regency with value. It is hoped that the owner of Karin Beauty Clinic Baturaja, Ogan Komering Ulu Regency can complement existing treatment services, such as adding whitening injection services and others.

References : 25 (2015-2023)

Keywords : Service Quality, Patient Satisfaction.