

ABSTRAK

**SEKOLAH TINGGI ILMU KESEHATAN (STIK)
BINA HUSADA PALEMBANG
PROGRAM STUDI KESEHATAN MASYARAKAT
Skripsi, Agustus 2024**

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Analisis Mutu Pelayanan Kesehatan Terhadap Kepuasan Pasien BPJS Di UPTD Puskesmas Pemulutan Kabupaten Ogan Ilir Tahun 2024

(xv + 73 halaman , 16 Tabel , 2 Bagan, 5 Lampiran)

Berdasarkan data BPJS Kesehatan, saat ini telah lebih dari 70% penduduk Indonesia menjadi peserta BPJS Kesehatan. Berdasarkan data BPJS Kesehatan, tahun 2019 di targetkan indeks kepuasan peserta meningkat menjadi 85% dan indeks kepuasan fasilitas kesehatan mencapai 80%.

Tujuan umum penelitian ini adalah untuk mengetahui Mutu Pelayanan Kesehatan Terhadap Kepuasan Pasien BPJS di UPTD Puskesmas Pemulutan Kab. Ogan Ilir. Jenis penelitian ini kuantitatif dengan desain survey analitik dengan pendekatan *cross-sectional*, populasi adalah seluruh pasien BPJS di UPTD Puskesmas Pemulutan Kabupaten Ogan Ilir Tahun 2024. 10.954 orang (Januari – Desember 2023), sampel sebanyak 62 responden dan teknik pengambilan sampel yaitu *accidental sampling*. Analisis data secara univariat dan bivariat.

Berdasarkan hasil analisis univariat didapatkan kepuasan pasien 59,7% (tidak puas), *tangibles* tidak baik (53,2%), *reliability* tidak baik (58,1%), *responsiveness* tidak baik (56,5%), *assurance* tidak baik (62,9%), dan *emphaty* tidak baik (59,7%). Hasil uji statistik menggunakan *chi square* didapatkan adanya hubungan antara *tangibles* (*p value* 0.006), *reliability* (*p value* 0.004), *responsiveness* (*p value* 0.032), *emphaty* (*p value* 0.009) terhadap kepuasan pasien. Tidak ada hubungan *assurance* (*p value* 0.114) terhadap kepuasan pasien.

Simpulan adanya hubungan *tangibles*, *reliability*, *responsiveness*, *emphaty* dengan kepuasan pasien. Tidak ada hubungan *assurance* terhadap kepuasan pasien Diharapkan kepada tenaga kesehatan di wilayah UPTD Puskesmas Pemulutan Kab. Ogan Ilir untuk dapat meningkatkan mutu pelayanan guna meningkatkan kepuasan pasien yang berkunjung ke puskesmas.

Kata Kunci : Kepuasan pasien, , mutu pelayanan, puskesmas
Daftar Pustaka : 27 (2014 – 2024)

ABSTRACT
BINA HUSADA COLLEGE OF HEALTH SCIENCE
PUBLIC HEALTH STUDY PROGRAM
Student Thesis, Agustus 2024

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**Analysis of Health Service Quality on BPJS Patient Satisfaction at UPTD
Pemulutan Health Center, Ogan Ilir Regency in 2024**

(xv + 73 pages, 16 Tables, 2 Charts, 5 Attachments)

Based on BPJS Kesehatan data, currently more than 70% of the Indonesian population has become BPJS Kesehatan participants. Based on BPJS Kesehatan data, in 2019 the target is for the participant satisfaction index to increase to 85% and the health facility satisfaction index to reach 80%.

The general objective of this study is to determine the Quality of Health Services on BPJS Patient Satisfaction at UPTD Pemulutan Health Center, Ogan Ilir Regency. This type of research is quantitative with an analytical survey design with a cross-sectional approach, the population is all BPJS patients at the UPTD Pemulutan Health Center, Ogan Ilir Regency in 2024. 10.954 people (January - December 2023), a sample of 62 respondents and the sampling technique is accidental sampling. Data analysis is univariate and bivariate.

Based on the results of the univariate analysis, it was found that satisfaction was 59.7% (not satisfied), tangible was not good (53.2%), reliability was not good (58.1%), responsiveness was not good (56.5%), assurance was not good (62.9%), and empathy was not good (59.7%). The results of statistical tests using chi square showed a relationship between tangible (p value 0.006), reliability (p value 0.004), responsiveness (p value 0.032), empathy (p value 0.009) and patient satisfaction. There is no relationship between assurance (p value 0.114) and patient satisfaction.

Conclusion there is a relationship between tangible, reliability, responsiveness, empathy and patient satisfaction. There is no relationship between assurance and patient satisfaction. It is expected that health workers in the UPTD Pemulutan Health Center area, Ogan Ilir Regency, can improve the quality of service in order to improve the satisfaction of patients visiting the health center.

Keywords : Patient satisfaction, service quality, health center

Bibliography : 27 (2014 - 2024)