

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

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Analisa Tingkat Kepuasan Pasien Di Poliklinik Gigi Dan Bedah Mulut RSUD Martapura OKU Timur Tahun 2024

(xv + 77 halaman , 20 Tabel , 2 Bagan, 5 Lampiran)

Kepuasan konsumen memiliki hubungan yang erat dengan kualitas pelayanan. Standar kepuasan pasien dipelayanan kesehatan ditetapkan secara nasional oleh Departemen Kesehatan Republik Indonesia minimal untuk kepuasan pasien yaitu di atas 95% (Kementrian Kesehatan RI, 2016). Hasil survei kepuasan masyarakat terhadap pelayanan Rumah Sakit di Sumatera Selatan bulan Januari sampai Juni 2022 hasil survei dengan nilai 88,18 (sangat baik).

Tujuan umum penelitian ini adalah diketahuinya tingkat kepuasan pasien di Poliklinik Gigi Dan Bedah Mulut RSUD Martapura OKU Timur. Jenis penelitian ini kuantitatif dengan desain survey analitik dengan pendekatan *cross-sectional*, populasi adalah pasien di Poliklinik Gigi Dan Bedah Mulut RSUD Martapura OKU Timur pada bulan Januari-Desember tahun 2023 berjumlah 1281 orang, sampel sebanyak 59 responden dan teknik pengambilan sampel yaitu *accidental sampling*. Analisis data secara univariat, bivariat.

Berdasarkan hasil analisis univariat didapatkan perempuan (91,5%), berumur muda (57,6%), pendidikan tinggi (55,9%), tidak puas (64,4%), *tangible* tidak baik (54,2%), *reliability* tidak baik (69,5%), *responsiveness* tidak baik (74,6%), *assurance* tidak baik (79,7%), dan *emphaty* tidak baik (71,2%). Hasil uji statistik menggunakan *chi square* didapatkan adanya hubungan antara *tangible* (*p value* 0.000), *reliability* (*p value* 0.000), *responsiveness* (*p value* 0.003), *assurance* (*p value* 0.002), *emphaty* (*p value* 0.000) terhadap kepuasan pasien.

Simpulan adanya hubungan *tangible*, *reliability*, *responsiveness*, *assurance*, *emphaty* dengan kepuasan pasien. Diharapkan kepada tenaga kesehatan di wilayah RSUD Martapura OKU Timur untuk lebih meningkatkan mutu pelayanan untuk meningkatkan kepuasan pasien.

Kata Kunci : Kepuasan pasien , mutu pelayanan, rumah sakit
Daftar Pustaka : 31 (2004 – 2022)

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

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Analysis of Patient Satisfaction Levels at the Dental and Oral Surgery Polyclinic of Martapura OKU Timur Hospital in 2024
(xv + 77 pages, 20 Tables, 2 Charts, 5 Attachments)

Consumer satisfaction is closely related to service quality. The standard for patient satisfaction in health services is set nationally by the Ministry of Health of the Republic of Indonesia, with a minimum of patient satisfaction of above 95% (Ministry of Health of the Republic of Indonesia, 2016). The results of a survey of public satisfaction with Hospital services in South Sumatra from January to June 2022 showed a survey result with a value of 88.18 (very good).

The objective of this study was to determine the level of patient satisfaction at the Dental and Oral Surgery Polyclinic of Martapura OKU Timur Hospital. This type of research is quantitative with an analytical survey design with a cross-sectional approach, the population is patients at the Dental and Oral Surgery Polyclinic of Martapura OKU Timur Hospital in January-December 2023 totaling 1281 people, a sample of 59 respondents and the sampling technique is accidental sampling. Univariate, and bivariate data analysis.

Based on the results of univariate analysis, it was found that women (91.5%), young age (57.6%), higher education (55.9%), dissatisfied (64.4%), poor tangible (54.2%), poor reliability (69.5%), poor responsiveness (74.6%), poor assurance (79.7%), and poor empathy (71.2%). The results of statistical tests using chi square showed a relationship between tangible (p value 0.000), reliability (p value 0.000), responsiveness (p value 0.003), assurance (p value 0.002), empathy (p value 0.000) and patient satisfaction.

Conclusion of the existence of a real relationship, reliability, responsiveness, assurance, empathy with patient satisfaction. It is expected that health workers in the Martapura OKU Timur Regional Hospital area will further improve the quality of service in order to increase patient satisfaction.

Keywords : Patient satisfaction, service quality, hospital
Bibliography : 31 (2004 – 2022)