

ABSTRAK
SEKOLAH TINGGI ILMU KESEHATAN (STIK)
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Gambaran Indeks Kepuasan Masyarakat (IKM) Pengguna Kartu BPJS Kesehatan di UPTD Puskesmas Kelekar Tahun 2024

(xiv + 109 halaman, 21 tabel, 19 diagram, 5 lampiran)

Pelayanan publik oleh aparat pemerintah dewasa ini masih banyak dijumpai kelemahan sehingga belum dapat memenuhi kualitas yang diharapkan masyarakat. Hal ini ditandai dengan masih adanya berbagai keluhan masyarakat yang disampaikan melalui media massa, sehingga dapat menimbulkan citra yang kurang baik terhadap aparat pemerintah. Mengingat fungsi utama pemerintah adalah melayani masyarakat maka pemerintah perlu terus berupaya meningkatkan kualitas pelayanan.

Penelitian ini bertujuan untuk mengetahui Indeks Kepuasan Masyarakat Pengguna Kartu BPJS Terhadap Pelayanan Kesehatan di UPTD Puskesmas Kelekar Tahun 2024. Penelitian ini merupakan penelitian kuantitatif deskriptif dengan menggunakan metode survei. Populasi dari penelitian ini adalah pasien atau Masyarakat yang menggunakan BPJS di wilayah dan sudah mendapatkan pelayanan Di UPTD Puskesmas Kelekar, sampel diambil *secara accidental sampling* sebanyak 150 orang. Instrumen yang digunakan berdasarkan Kep. MENPAN No. 25/2004 yang memuat 14 unsur yang relevan, valid dan reliabel. Data dianalisis menggunakan perhitungan Indeks Kepuasan Masyarakat dan disajikan dalam bentuk tabel.

Hasil nilai indeks kepuasan masyarakat sebesar 3,078 dan setelah dikonversikan sebesar 76,95 menunjukkan bahwa mutu pelayanan di UPTD Puskesmas Kelekar berada pada kategori “B” atau kinerja unit pelayanan “Baik”. Unsur pelayanan tertinggi adalah unsur kepastian biaya pelayanan yaitu sebesar 3.81 dan yang terendah adalah unsur kenyamanan lingkungan senilai 2,89.

Kesimpulan indeks kepuasan masyarakat terhadap mutu pelayanan kesehatan di puskesmas adalah Baik. Diharapkan UPTD Puskesmas Kelekar memperbaiki pelayanan secara berkelanjutan demi menjaga kepercayaan masyarakat akan pelayanan di Puskesmas.

Kata kunci: Indeks Kepuasan Masyarakat, BPJS, Puskesmas

ABSTRACT
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Overview of the Community Satisfaction Index (IKM) for BPJS Health Card Users at the Kelekar Community Health Center UPTD in 2024
(xiv + 109 pages, 21 tables, 19 diagrams, 5 appendices)

Public services by government officials today still have many weaknesses so they cannot meet the quality expected by the public. This is indicated by the existence of various public complaints that are conveyed through the mass media, which can give rise to an unfavorable image of government officials. Considering that the main function of the government is to serve the community, the government needs to continue to strive to improve the quality of services.

This research aims to determine the Community Satisfaction Index of BPJS Card Users with Health Services at the Kelekar Community Health Center UPTD in 2024. This research is a descriptive quantitative research using survey methods. The population of this study are patients or people who use BPJS in the area and have received services at the Kelekar Community Health Center UPTD. The sample was taken by accidental sampling of 150 people. The instruments used are based on Kep. MENPAN No. 25/2004 which contains 14 elements that are relevant, valid and reliable. Data were analyzed using the Community Satisfaction Index calculation and presented in tabular form.

The results of the community satisfaction index value were 3.078 and after conversion it was 76.95, indicating that the quality of service at the Kelekar Community Health Center UPTD was in category "B" or the performance of the service unit was "Good". The highest service element is the element of service cost certainty, which is 3.81 and the lowest is the element of environmental comfort, which is worth 2.89.

The conclusion is that the community satisfaction index for the quality of health services at the community health center is good. It is hoped that the Kelekar Community Health Center UPTD will improve services on an ongoing basis in order to maintain public confidence in services at the Community Health Center.

Keywords: Community Satisfaction Index, BPJS, Community Health Center