

ABSTRAK

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HUBUNGAN ANTARA KUALITAS PELAYANAN DENGAN KEPUASAN PASIEN BPJS TERHADAP PELAYANAN KESEHATAN DI WILAYAH KERJA PUSKESMAS GUNTING PAYUNG

KTI. Program Studi D3 Perekam dan Informasi Kesehatan 2024
(xiii+57)

Kepuasan pasien adalah tingkat perasaan pasien yang timbul sebagai akibat dari kinerja layanan kesehatan yang diperolehnya. Kepuasan yang dialami oleh pasien sangat berkaitan erat dengan kualitas pelayanan yang diberikan oleh pihak Puskesmas (dalam hal ini *tangibles*, *reliability*, *responsiveness*, *assurance*, dan *emphaty*). Tujuan penelitian untuk mengetahui hubungan kualitas pelayanan dengan kepuasan pasien BPJS terhadap pelayanan kesehatan di wilayah kerja Puskesmas Guntung Payung. metode penelitian menggunakan kuantitatif dengan pendekatan *cross sectional*. Populasi dalam penelitian ini semua pasien BPJS yang berobat di Puskesmas Guntung Payung periode Januari – Desember 2023 sebanyak 21.075 pasien. Sampel sebanyak 100 responden, instrument yang digunakan yaitu kuesioner. Hasil penelitian pasien puas sebanyak 52 responden (52%), kualitas pelayanan mayoritas baik sebanyak 88 responden (88%), *reliability* sebanyak 86 responen (86%), *responsivness* sebanyak 82 responden (82%), *asurance* sebanyak 63 responden (63%), dan *emphaty* sebanyak 80 responden (80%). Ada hubungan *reliability* ($p.value=0,006$), *responsivness* ($p.value=0,011$) dan *empathy* ($p.value=0,00$) dengan kepuasan pasien BPJS terhadap pelayanan kesehatan di wilayah kerja Puskesmas Guntung Payung. Sedangkan tidak ada hubungan *tangible* ($p.value=0,284$), dan *assurance* ($p.value=0,121$) dengan kepuasan pasien BPJS terhadap pelayanan kesehatan di wilayah kerja Puskesmas Guntung Payung.

Kata Kunci: kualitas pelayanan, kepuasan pasien BPJS

ABSTRACT

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THE RELATIONSHIP BETWEEN OF SERVICE QUALITY WITH BPJS PATIENT SATISFACTION WITH HEALTH SERVICES IN THE WORK AREA PUBLIC HEALTH CENTER OF GUNTING PAYUNG

KTI D3 Recording and Health Information Study Program 2024

(xiii + 57)

Patient satisfaction is the level of patient feelings that arise as a result of the performance of the health services they receive. The satisfaction experienced by patients is closely related to the quality of services provided by the Community Health Center (in this case tangibles, reliability, responsiveness, assurance and empathy). The aim of the research was to determine the relationship between service quality and BPJS patient satisfaction with health services in the Guntung Payung Community Health Center working area. The research method uses quantitative with a cross sectional approach. The population in this study were all BPJS patients seeking treatment at the Guntung Payung Community Health Center from January to December 2023, totaling 21,075 patients. The sample was 100 respondents, the instrument used was a questionnaire. The research results showed that 52 respondents (52%) were satisfied, the majority of service quality was good, 88 respondents (88%), reliability was 86 respondents (86%), responsiveness was 82 respondents (82%), insurance was 63 respondents (63%), and empathy as many as 80 respondents (80%). There is a relationship between reliability ($p.value=0.006$), responsiveness ($p.value=0.011$) and empathy ($p.value=0.00$) with BPJS patient satisfaction with health services in the Guntung Payung Health Center working area. Meanwhile, there is no tangible ($p.value=0.284$) and assurance ($p.value=0.121$) relationship with BPJS patient satisfaction with health services in the Guntung Payung Health Center working area.

Keywords: service quality, BPJS patient satisfaction