

**ANALISIS TINGKAT KEPUASAN PESERTA ASKES SOSIAL PT. ASKES  
TERHADAP PELAYANAN DOKTER KELUARGA DI KOTA PEKALONGAN  
TAHUN 2009**



**TESIS**

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## ABSTRAK

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**Analisis Tingkat Kepuasan Peserta Askes Sosial PT. Askes terhadap Pelayanan Dokter Keluarga di Kota Pekalongan Tahun 2009**

**109 halaman + 18 tabel + 5 gambar + 4 lampiran**

Di Kota Pekalongan program dokter keluarga telah dilaksanakan sejak tahun 2005, Hal ini dilakukan untuk memperbaiki kualitas dan citra pelayanan di masyarakat khususnya peserta Askes. Setelah berjalan 3 tahun, target kepesertaan belum tercapai, angka kunjungan masih rendah, terdapat peserta yang beralih kembali ke pelayanan Puskesmas, menyatakan kurang puas dengan pelayanan yang ada di dokter keluarga. Penelitian ini dilakukan untuk mengetahui kepuasan peserta Askes dalam pelayanan dokter keluarga.

Penelitian ini termasuk jenis deskriptif analitik, dengan menggunakan rancangan *cross sectional*. Instrumen penelitian menggunakan kuesioner yang dibagikan kepada 80 responden. Data yang diperoleh selanjutnya dianalisa menggunakan *Importance-Performance Analysis (IPA)* dan dimasukkan ke diagram kartesius.

Hasil penelitian menunjukkan bahwa tingkat kepuasan peserta Askes sosial PT. Askes pada dimensi *reliability* adalah 90,50%, *responsiveness* yaitu 92,21%, *assurance* yaitu 92,74%, *empathy* yaitu 93,46% dan *tangible* yaitu 94,32%. Analisa menggunakan diagram kartesius menunjukkan bahwa mayoritas berada di kuadran B (14 item), itu berarti sebagian besar sudah memuaskan peserta, selanjutnya di kuadran D yang sangat memuaskan pasien ada 8 item dan di kuadran C ada 7 item yang cukup memuaskan pasien tapi masih perlu ditingkatkan. Namun ada yang harus diperhatikan yaitu yang berada di kuadran A (7 item), pada kuadran ini perlu diprioritaskan karena harapan pasien pada kuadran ini tinggi namun pelaksanaannya masih dirasa kurang sehingga menimbulkan ketidakpuasan pasien.

Untuk meningkatkan pelayanan di dokter keluarga maka disarankan perlunya tenaga administrasi untuk mempercepat pelayanan, penerapan teori antrian agar waktu menunggu menjadi lebih singkat, petugas sabar dan memperhatikan keluhan pasien, dokter menepati waktu praktek sesuai janji, pentingnya informasi lengkap tentang penyakit, menciptakan kenyamanan di ruang tunggu dan kelengkapan alat dalam pelayanan di dokter keluarga.

Tingkat kepuasan yang tergolong tinggi sehingga program ini layak dikembangkan untuk masa yang akan datang dan untuk meningkatkan kepuasan maka perlu dilakukan standarisasi minimal pelayanan dokter keluarga.

Kata Kunci : Kepuasan, Askes Sosial, Dokter Keluarga  
Kepustakaan : 44 (1984 – 2008).

## **ABSTRACT**

**Ahmad Baequny**

**Analysis of Satisfaction Level of Social Health Insurance Members of PT ASKES to Family Doctor Services in Pekalongan City, 2009**

**109 pages + 18 tables + 5 figures + 4 enclosures**

In city of Pekalongan, family doctor program had been implemented since 2005. This program aimed to improve quality and service image of family doctor especially for Askes (Health Insurance) members. After 3 years in operation the membership target had not been fulfilled, the number of people who visited this facility was low; some members returned to primary health center service and were unsatisfied to the service given by family doctors. This study was conducted to investigate the Askes members satisfaction on the service of family doctors

This study was a descriptive-analytical study using cross sectional approach. Questionnaires were used as a study instrument and distributed to 80 respondents. Data were analyzed using Importance-Performance Analysis (IPA) and entered into Cartesian diagram.

The study showed that the level of satisfaction of social Askes members of PT. Askes in the dimension of reliability was 90.50%, responsiveness was 92.21%, assurance was 92.74%, empathy was 93.46% and tangible was 94.32%. Analysis using Cartesian diagram indicated that majority of respondents were in the B quadrant (14 items), meaning that most of the service had satisfied ASKES members. In D quadrant there were 8 items that extremely satisfied the customers, in C quadrant there were 7 items that fairly satisfied the customers and needed to be improved. The results that were in A quadrant (7 items) needed more attention and prioritized. Customer expectation was high in this quadrant but its implementation was lacking and creating customers dissatisfaction.

Family doctor service needs to be improved. Administration staffs are needed to provide faster services, application of appropriate queuing theory to shorten waiting time, paramedics or health officers involved in the family doctor service are required to be patient and pay more attention to patients' complaints, doctors hold practice time as scheduled and arrive on time, have complete information regarding patients diseases, create more comfortable waiting room and well-equipped in the instruments utilized in family doctor service.

Bearing in mind that the level of satisfaction are considered high, this program is appropriate to be developed in the future. To increase satisfaction, minimum standardization of family doctor service is required.

**Key words** : Satisfaction, social health insurance, Family doctor

**Bibliography** : 44 (1984 – 2008)

Sumber : [www.mikm.undip.ac.id](http://www.mikm.undip.ac.id)