

ABSTRAK

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Analisis Persepsi Mutu Pelayanan Obstetri dalam Program Pelayanan Obstetri Neonatal Emergency Komprehensif (PONEK) terhadap Kepuasan Pasien di Instalasi Gawat Darurat RSUD Kota Salatiga Tahun 2012

124 halaman + 26 tabel + 5 gambar + 18 lampiran

Pelaksanaan program PONEK di RSUD Kota Salatiga belum sesuai standar. Kasus kematian ibu meningkat dari 1 kasus menjadi 4 kasus, jumlah kasus rujukan obstetri dan kasus non rujukan juga meningkat. Tujuan penelitian ini adalah mengetahui pengaruh persepsi pasien tentang mutu pelayanan obstetri dalam program PONEK terhadap kepuasan pasien di RSUD Kota Salatiga.

Jenis penelitian adalah *Observasional* bersifat *eksplanatory*, dengan pendekatan waktu *cross sectional*. Populasi adalah pasien umum yang mendapatkan pelayanan obstetri di kamar bersalin IGD RSUD Kota Salatiga. Sembilan puluh empat responden dipilih secara *consecutive sampling*. Pengumpulan data menggunakan metode *survey* dengan kuesioner tertutup. Variabel independen yaitu bukti langsung, kehandalan, daya tanggap, jaminan, empati dan variabel dependen kepuasan. Analisis bivariat menggunakan *chi Square*, multivariat dengan regresi logistik berganda.

Hasil penelitian menunjukkan usia responden antara 17 sampai dengan 46 tahun dengan rata-rata usia 31,3 tahun, dengan pendidikan SLTA 36,2%. Sebagian besar pasien berasal dari rujukan 84,0%, rujukan bidan sebesar 58,2%, cara bayar pasien dibayar sendiri 84,0%. Faktor bukti langsung, kehandalan, daya tanggap, jaminan dan empati sebagian besar baik. Hasil uji korelasi menunjukkan bukti langsung, kehandalan, daya tanggap, jaminan dan empati berhubungan dengan kepuasan pasien obstetri dalam program PONEK. Hasil uji regresi logistik menunjukkan bahwa empati, paling berpengaruh terhadap kepuasan obstetri dalam program PONEK

Kata kunci : Pelayanan Obstetri Neonatal Emergensi Komperhensif (PONEK),
kepuasan, mutu pelayanan

ABSTRACT

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Analysis on Obstetric Care Quality Perception in Comprehensive Emergency of Obstetric and Neonatal Care Program (PONEK) on Patient Satisfaction at Emergency Room, Salatiga District Hospital, 2012

124 pages + 26 tables + 5 figures + 18 enclosures

Implementation of PONEK program in the district general hospital (RSUD) Salatiga city was not done according to the standard. Maternal death cases increased from one case to four cases; the number of obstetric referral cases and non-referral cases also increased. Objective of this study was to identify the influence of patient perception on obstetrical service quality in the PONEK program toward patient satisfaction in RSUD Salatiga city.

This was an observational-explanatory study with cross sectional time approach. Study population was general patients who received obstetrical services in the delivery room of RSUD Salatiga city emergency room. Ninety four respondents were selected using consecutive sampling method. Data were collected by using survey method and applying closed questionnaire. Independent variables were direct evidence, validity, response ability, assurance, and empathy. Dependent variable was satisfaction. Chi-square test was applied in the bivariate analysis; multiple logistic regressions were used in the multivariate analysis.

Results of the study showed that age of respondents were in the range of 17-46 years old with the age average of 31.3 years old; 36.2% of respondent's highest level of education was in high school. Majority of patients were referred patients (84.0%); 58.2% of patients were referred by midwives; 84.0% of patients paid the cost by themselves. Direct evidence, validity, response ability, assurance, and empathy factors were good for the majority of respondents. Result of correlation test showed that direct evidence, response ability, assurance, and empathy were related to obstetric patient satisfaction in PONEK program. Result of logistic regression test showed that empathy factor was the most influential factor toward obstetric patient satisfaction in PONEK program.

Key words : Comprehensive Obstetric Neonatal Emergency Service (PONEK),
satisfaction, service quality