

ABSTRAK

Nurhayati

Analisis Faktor *Responsiveness* terhadap Kepuasan Pasien Rawat Jalan Kesehatan Ibu dan Anak (KIA) di Puskesmas Cipondoh Tangerang 2013

xiii + 78 halaman + 28 tabel + 4 gambar + 8 lampiran

Di era desentralisasi, puskesmas berperan penting dalam pembangunan kesehatan khususnya di Kota/Kabupaten. Puskesmas sebagai institusi kesehatan primer melaksanakan pelayanan kesehatan yang responsif sebagai tujuan dari sistem kesehatan yang dapat memenuhi hak pasien dan memperlakukan pasien kondisi lingkungan dimana orang tersebut diperlakukan. Tujuan penelitian untuk mengetahui pengaruh faktor *responsiveness* terhadap kepuasan pasien.

Jenis penelitian ini adalah penelitian deskriptif dengan pendekatan *cross sectional*, dengan jumlah sampel sebesar 67 responden. Pengumpulan data dengan menggunakan kuesioner. Analisis bivariat menggunakan tabel silang, sedangkan untuk analisis multivariat menggunakan *regresi logistik* dengan signifikansi $p < 0.05$.

Hasil penelitian menunjukkan responden yang puas 55.2% terhadap pelayanan di Puskesmas Cipondoh, 50.7% menyatakan petugas ramah, 43.3% responden dilibatkan dalam pengambilan keputusan, 55.2% petugas jelas dalam memberikan informasi, 56.7% kondisi puskesmas nyaman, 52.2% pasien diberikan pilihan terhadap pemberi layanan dan 58.2% responden menyatakan waktu tunggu cepat. Analisis bivariat menunjukkan bahwa variabel yang berhubungan dengan kepuasan pasien adalah keramahan petugas ($\chi^2=20.54$, $p 0.0001$), keterlibatan dalam pengambilan keputusan ($\chi^2=11.99$, $p 0.001$), kejelasan informasi ($\chi^2=10.52$, $p 0.001$) dan kenyamanan ($\chi^2=15.79$, $p 0.0001$). Hasil analisis multivariat menunjukkan bahwa variabel yang mempengaruhi kepuasan pasien secara bersama-sama adalah keramahan petugas ($p 0.0001$, Exp B 9.860), dan kenyamanan ($p 0.004$, Exp B 6.394).

Disarankan kepada Dinas Kesehatan Kota Tangerang melakukan penilaian kinerja puskesmas secara berkala, dan bagi Kepala Puskesmas Cipondoh meningkatkan sarana prasarana ruangan, pelatihan *customer service* bagi petugas pendaftaran.

Kata Kunci : Kepuasan pasien dan faktor *responsiveness*

Referensi : 48 (1992 – 2013)

ABSTRACT**Nurhayati****Analysis of Responsiveness Factor in relation to Patients' Satisfaction at Maternal and Child Health Outpatient Unit at Cipondoh Health Center in Tangerang in 2013****xiii + 78 pages + 28 tables + 4 figures + 8 enclosures**

In decentralization era, Health Center has an important role in developing health especially in city/district. Health Center as a primary institution responsively provides health services as a goal of a health system which can fulfill patients' rights and treat them properly. This research aimed to analyze the influence of responsiveness factor to patients' satisfaction.

This was observational research with cross-sectional approach. Number of samples was 67 respondents. Data were collected using a questionnaire. Data were analyzed using the methods of bivariate (cross-tabulation), and multivariate (Logistic Regression test) with a significant level $p < 0.05$.

The results of this research showed that 55.2% of respondents was satisfied with the services provided at Cipondoh Health Center, 50.7% of them said health workers were gracious, 43.3% of them was involved in making a decision, 55.2% of health workers was clear in providing information, 56.7% of health center condition was convenient, 52.2% of respondents was provided some options regarding a service provider, and 58.2% of respondents stated no long waiting time. Furthermore, bivariate analysis revealed that variables of hospitality ($\chi^2=20.54$, $p=0.0001$), involvement in making a decision ($\chi^2=11.99$, $p=0.001$), clarity of information ($\chi^2=10.52$, $p=0.001$), and convenience ($\chi^2=15.79$, $p=0.0001$) had significant relationship with patients' satisfaction. In addition, the result of multivariate analysis indicated that variables of hospitality ($p=0.0001$, Exp B=9.860), and convenience ($p 0.004$, Exp B=6.394) jointly influenced patients' satisfaction.

As a suggestion, Tangerang City Health Office needs to regularly assess health center performance. In addition, Head of Cipondoh Health Center needs to complete equipment in a room, provide training of customer service for registration officers.

Key Words : Patients' Satisfaction and Factor of Responsiveness

Bibliography : 48 (1992-2013)