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**ABSTRAK**

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**Pengaruh Persepsi Pasien tentang Mutu Pelayanan Dokter di Klinik Umum Rawat Jalan terhadap Kepuasan Pasien Rumah Sakit Pantiwilasa Dr. Cipto Semarang**

Dari tahun 2010-2014 terjadi penurunan jumlah kunjungan pasien di RS Pantiwilasa Dr.Cipto. Dari survey yang diadakan terdapat keluhan pasien bahwa waktu tunggu untuk diperiksa dokter lama. Penelitian ini bertujuan untuk menganalisa hubungan persepsi pasien tentang mutu pelayanan dokter umum rawat jalan RS Pantiwilasa Dr. Cipto dengan kepuasan pasien.

Jenis penelitian observasional dengan pendekatan *cross sectional* , populasi dalam penelitian ini adalah pasien yang mendapatkan pelayanan dokter umum bulan Maret 2015 N=2331, subyek penelitian n=96 dipilih secara *accidental sampling*. Pengumpulan data dilakukan dengan angket menggunakan kuesioner tertutup.Variabel independen adalah *reliability*, *responsiveness*, empati, *assurance*, *tangible*, sedangkan variabel dependennya adalah kepuasan pasien. Data dianalisis secara bivariat dengan uji Rank Spearman dan multivariat dengan regresi logistik.

Hasil penelitian menunjukkan bahwa responden sebagian besar berusia 21-50 th (79.1%), berjenis kelamin perempuan (69.8%), bekerja sebagai karyawan (52.1%) dan berpendidikan SMA (53.1%). Subyek yang merasa puas terhadap mutu pelayanan dokter sebanyak 68.8%, tangibilitas (77.1%), responsiveness (70.8%), assurance (62.5%), empati (66.7%), tanggapan tidak baik pada reliabilitas (57.3%). Variabel yang berhubungan dengan kepuasan adalah tangible (p= 0.0001 r=0.488), reliability (p=0.002 r=0.310), responsiveness (p=0.0001 r=0.606). Untuk dimensi empati nilai exp B=1.325 sehingga dikatakan ada pengaruh antara empati terhadap kepuasan pasien.

Kata Kunci : tangible, reliability, responsiveness, empathy, assurance,

kepuasan pasien.

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**ABSTRACT**

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**The Influence of Patient’s Perception about Service Quality of Physician in the Outpatient General Clinic towards Patient’s Satisfaction at Pantiwilasa Dr. Cipto Hospital in Semarang**

Number of patient visit at Pantiwilasa Dr. Cipto decreased during the period of 2010-2014. A preliminary study showed that there were any complaints of patients regarding very long time to wait before they were treated by a physician. The aim of this study was to analyse the relationship between patient’s perception about service quality of a physician in the outpatient general clinic of Pantiwilasa Dr. Cipto Hospital and patient’s satisfaction.

This was an observational study using cross-sectional approach. Population was patients who were treated by physicians in March 2015 (N=2331). As many as 96 samples were selected using accidental sampling. Data were collected using close ended questionnaires. Independent variables consisted of reliability, responsiveness, empathy, assurance, and tangible. On the other hand, a dependent variable was patient’s satisfaction. Data were analysed using Spearman’s rank and logistic regression tests.

The results of this research showed that most of the respondents aged ranging from 21 to 50 years old (79.1%), were female (69.8%), worked as employees (52.1%), and graduated from Senior High School (53.1%). In addition, most of them were satisfied with service quality of a physician (68.8%), tangibility (77.1%), responsiveness (70.8%), assurance (62.5%), empathy (66.7%), and not good response to reliability (57.3%). Variables of tangible (p= 0.0001; r=0.488), reliability (p=0.002; r=0.310), and responsiveness (p=0.0001; r=0.606) had significant correlation with the patient’s satisfaction. Factor of empathy significantly influenced the patient’s satisfaction with value of exp(B)=1.325.

Key Words: tangible; reliability; responsiveness; empathy; assurance; patient’s satisfaction