

HUBUNGAN KUALITAS PELAYANAN KB PERUSAHAAN DENGAN TINGKAT KEUASAN AKSEPTOR KB PEKERJA pPT.NYONYA MENEER SEMARANG TAHUN 2005  
*THE CORRELATION BETWEEN THE QUALITY OF INSTITUTIONAL FAMILY PLANNING PROGRAM SERVICE AND THE SATISFACTION OF FAMILY PLANNING PROGRAM ACCEPTOR OF PT. NYONYA MENEER EMPLOYEE SEMARANG 2005*

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Program KB merupakan program pembangunan Nasional yang bertujuan meningkatkan kesejahteraan masyarakat dengan mewujudkan NKKBS. Kualitas pelayanan kesehatan adalah menunjukkan pada tingkat kesempurnaan pelayanan kesehatan dalam menimbulkan rasa puas diri pada pasien. Perusahaan PT. Nyonya Meneer Semarang melayani kesehatan umum dan pelayanan KB untuk karyawan. Berdasarkan survei awal didapatkan masih adanya ketidakpuasan dari akseptor KB di perusahaan karena terbatas persediaan kontrasepsi KB. Penelitian ini bertujuan untuk mengetahui hubungan kualitas pelayanan KB perusahaan dengan tingkat kepuasan aksptor KB pekerja PT.Nyonya Meneer Semarang tahun 2005. Jenis penelitian ini adalah *explanatory survei* dengan rancangan *cross sectional*, populasinya adalah semua aksptor KB berjumlah 532 karyawan didapatkan sampel sebanyak 84 responden dengan menggunakan rumus *Slovin*, sedangkan teknik pengambilan sampel menggunakan metode *simple random sampling*. Analisis *Chi-square* menunjukkan ada hubungan signifikan antara variabel bukti langsung pelayanan ( $p=0,001$ ), dan daya tanggap ( $p=0,001$ ) dengan tingkat kepuasan akseptor. Sementara itu variabel yang tidak signifikan adalah keandalan pelayanan ( $P=0,46$ ) dengan tingkat keuasan akseptor.

Diperoleh kesimpulan bahwa ada hubungan yang erat antara kualitas pelayanan dengan tingkat kepuasan aksptor adalah informasi tentang alat kontrasepsi. *Family Planning Program is a national development program which aim to increasen the society's prosperity by creating NKKBS. The quality of health service is refered to the perfection degree of health service in creating self-satisfaction on patient. The company of PT Nyonya Meneer Semarang provide public health and family planning program for the employee. Based on the premilinary survey, there were still many unsatisfactory acceptors of Family Planning Program. The research objective is analyse the correlation between the quality of institutional family planning program service and the satisfaction of family planning program acceptor of PT. Nyonya Meneer Employee Semarang 2005. This is an explanatory survey with cross sectional design, the population study is all family planning program acceptors, there are 532 employees. From those population, it was obtained the sample in the amount of 84 respondents by using Slovin formulation, meanwhile the sampling technique is simple random sampling. Chi--square analysis shows that there is significant correlation between variables of service tangibles ( $p=0,1$ ), and responsiveness ( $p=0,001$ ) with the acceptor's satisfaction degree. Meanwhile, variables that are not significant are are the service reliability ( $p=0,11$ ), service assurance ( $p=0,08$ ), and the staff s empathy ( $p=0,46$ ) with the acceptor's satisfaction degree. The wreter concludes that there is close correlation between service quality and the acceptor's*

*satisfaction degree ( $p=0,001$ ). The indicator of service quality which is mostly expected by the acceptor is the information about contraception method.*

**Kata Kunci:** *Kualitas pelayanan, tingkat kepuasan, alat kontrasepsi, KB Service quality, Satisfaction degree, contraception method, Family*