

**Universitas Diponegoro**  
**Fakultas Kesehatan Masyarakat**  
**Program Studi Magister Ilmu Kesehatan Masyarakat**  
**Konsentrasi Administrasi Rumah Sakit**  
**2018**

**ABSTRAK**

**Rr. Sarah Ladytama**

**Pengaruh Kualitas Pelayanan Kesehatan Gigi dan Mulut terhadap Kepuasan Pasien di Poliklinik Gigi RSI Sultan Agung Semarang**  
**Xiv + 110 halaman + 34 tabel + 12 gambar + 12 lampiran**

Kesehatan gigi dan mulut merupakan bagian yang tidak terpisahkan dari pelayanan kesehatan masyarakat di setiap rumah sakit. Data Laporan Bulanan tahun 2017 jumlah kunjungan pasien di Poliklinik gigi RSI Sultan Agung Semarang mengalami penurunan yang tidak stabil pada bulan Juni 2017 dengan jumlah kunjungan 381 pasien dari total kunjungan perbulan mencapai 600 sampai 650 pasien. Tujuan penelitian ini adalah menganalisis urutan prioritas dari lima dimensi kualitas pelayanan kesehatan gigi mulut terhadap kepuasan pasien.

Penelitian ini merupakan *observational* kuantitatif dengan pendekatan *Cross Sectional*. Populasi penelitian meliputi seluruh pasien yang sudah pernah diperiksa dan mendapatkan pelayanan di poliklinik gigi dengan sampel 100 pasien. Analisis data menggunakan *Confirmatory Factor Analysis* (CFA). Hasil penelitian menunjukkan bahwa urutan prioritas variabel pada Kualitas pelayanan kesehatan gigi dan mulut di Poliklinik gigi RSI Sultan Agung Semarang meliputi variabel *responsiveness*, *tangibles*, *emphaty*, *reliability* dan *assurance*. dimana variabel *responsiveness* merupakan variabel yang berpengaruh paling besar.

Pengaruh kualitas pelayanan Aspek *Responsiveness* terhadap kepuasan pasien memiliki koefisien regresi positif 0,741, C.R 5,807,  $p=0,001$  ( $p<0.05$ ) artinya *responsiveness* berpengaruh signifikan terhadap *satisfaction*; Aspek *Tangibles* memiliki koefisien regresi positif 0,178, C.R 3,347,  $p=0,001$  ( $p<0.05$ ) artinya *tangibles* berpengaruh signifikan terhadap *satisfaction*. Aspek *Emphaty* memiliki koefisien regresi positif 0,119, C.R, 2,071,  $p=0,038$  ( $p<0.05$ ) artinya *emphaty* berpengaruh signifikan terhadap *satisfaction*. Aspek *Reliability* memiliki koefisien regresi positif 0,063, C.R=0,909,  $p$  0,363 artinya *reliability* berpengaruh tidak signifikan terhadap *satisfaction*. Aspek *Assurance* memiliki koefisien regresi positif 0,028, C.R =0,434,  $p=0,664$  artinya *assurance* berpengaruh tidak signifikan terhadap *satisfaction*.

Implikasi manajerial diharapkan menjadi sebuah strategi yang dapat mengoptimalkan kepuasan pasien seperti penambahan jumlah perawat gigi. Pendaftaran pasien melalui *mobile application by android*, Perbaiki mekanisme alur pelayanan dengan *One stop service* di satu tempat.

Kata kunci : Kualitas Pelayanan, Kepuasan Pasien, Kesehatan Gigi Mulut  
Kepustakaan: 43 (1996-2017)

**Diponegoro University**  
**Faculty of Public Health**  
**Master's Study Program in Public Health**  
**Majoring in Hospital Administration**  
**2018**

**ABSTRACT**

**Rr. Sarah Ladytama**

**The Influence of Quality of Dental and Oral Health Services towards Patient Satisfaction at Dental Polyclinic of Sultan Agung Islam Hospital in Semarang**

**xiv + 110 pages + 34 tables + 12 figures + 12 appendices**

Dental and oral health is an integral part of public health services in every hospital. Based on monthly reports in 2017 at the Dental Polyclinic of Sultan Agung Islam Hospital in Semarang, number of patient visit in June 2017 decreased dramatically to be 381 patients from the total visit per month that reached 600 – 650 patients. This study aimed at analysing the priority order of five dimensions of quality of dental and oral health services towards patient satisfaction.

This was an observational-quantitative study using a cross sectional approach. Research population was all patients that had ever checked and obtained services at the Dental Polyclinic. Number of samples were 100 patients. Data were analysed using Confirmatory Factor Analysis (CFA). The results of this research showed that the priority order for variables of quality of dental and oral health services at the Dental Polyclinic of Sultan Agung Islam Hospital was responsiveness, tangibles, empathy, reliability, and assurance in which the variable of responsiveness was the dominant variable.

The aspect of responsiveness significantly influenced patient satisfaction (0.741; C.R=5.807;  $p=0,001$ ;  $p<0.05$ ). The aspect of tangibles significantly influenced patient satisfaction (0.178; C.R=3.347;  $p=0.001$ ;  $p<0.05$ ). The aspect of empathy significantly influenced patient satisfaction (0.119; C.R=2.071;  $p=0.038$ ;  $p<0.05$ ). The aspect of reliability did not influence patient satisfaction (0.063; C.R=0.909;  $p=0.363$ ). The aspect of assurance did not influence patient satisfaction (0.028; C.R=0.434;  $p=0.664$ ).

The managerial implication was expected to be a strategy that could optimize patient satisfaction like adding number of a dental hygienist. Registration of a patient uses mobile application by android. A mechanism of a service flow needs to be improve using one stop service at one place.

**Keywords** : Quality Of Service, Patient Satisfaction, Dental And Oral Health  
**Bibliography:** 43 (1996-2017)