BEBERAPA FAKTOR YANG BERHUBUNGAN DENGAN KEMAUAN KELUARGA UNTUK MEMBAYAR KENAIKAN TARIF RAWAT JALAN UMUM DI PUSKESMAS SENTOLO II TAHUN 2005

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Sebelum kebijakan kenaikan tarif diperlakukan, perlu dipertimbangkan beberapa hal antara lain kemampuan membayar (ATP) dan kemauan membayar (WTP), dengan harapan kenaikan tarif tidak akan banyak mempengaruhi *demand* masyarakat terhadap pelayanan kesehatan puskesmas. Tujuan penelitian ini untuk mengetahui beberapa faktor yang berhubungan dengan kemauan keluarga untuk membayar kenaikan tarif rawat jalan umum di Puskesmas Sentolo II tahun 2005 sehubugan dengan rencana kenaikan tarif.

Penelitian in termasuk penelitian survei, jenis penelitian *explanatory research* dengan metode pendekatan *cross sectional*. Populasi penelitian ini adalah semua kepala keluarga yang punya nomer regrister rawat jalan umum di Puskesmas Sentolo II dikurangi peserta askes dan pemegang kartu sehat.Data dikumpulkan dengan metode kuantitatif melalui kuesioner, jumlah sampel 100 responden menggunakan teknik kuota sampling.

Data kuantitaif dianalisa secara univariat dan bivariat. Analisa bivariat secara deskriptif dengan cara membuat tabel silang antara variabel bebas dan terikat yang disusun secara ordinal. Analisa bivariat secara statistik diuji dengan korelasi *Kendall tau-b* karena ada variabel yang berdistribusi tidak normal. Hasil analisis data diperoleh gambaran jika tarif dinaikkan Rp 3000,00 cakupan konsumen diperkirakan 64%, tingkat kebutuhan terbanyak adalah sedang (74%) dan tinggi (14%), pengetahuan terbanyak adalah sedang (58%) dan rendah (27%). Sikap terhadap yankes kurang baik hanya 9% dan biaya yankes tinggi hanya 8%. Adapun kemampuan membayar terbanyak (51%) antara Rp 10.000,00 s.d. Rp 20.000,00.

Hasil analisa bivariat pada taraf signifikan 0,01 diketahu hubungan bermakna yaitu: antara kebutuhan dengan WTP(tau=0,470), antara pengetahuan dengan WTP(tau=0,209), antara sikap terhadap yankes dengan WTP (tau=0,624), antara biaya yankes dengan WTP (tau=291)antara ATP dengan WTP (tau=0,759)

Dari hasil analisis data dapat disimpulkan makin tinggi kebutuhan, pengetahuan, sikap, biaya yankes dan kemapuan membayar makin tinggi pula kemauan membayarnya. Kekuatan hubungan ditunjukkan oleh koefisien korelasi (tau) jika kurang dari 0,5 hubungan kurang kuat dan bila lebih dari 0,5 adalah kuat. Hasil penelitian dapat sebagai masukan bagi Pemda untuk menetukan besarnya subsidi tarif rawat jalan umum puskesmas di Kabupate Kulonprogo.

Kata Kunci: kemauan membayar, tarif, puskesmas

FACTOR RELATED TO THE WILLINGNESS TO PAY THE INCREASE OF OUT PATIENT-SERVICE FEE IN PUSKESMAS SENTOLO II, KULONPROGO, DISTRICT YOGYAKARTA 2005

Before the rate increase policy is performed, it is necessary to consider some problems such as the ability to pay (ATP) and the will to pay(WTP), with hoping that the rate increase will not inflluence the society demand to the public health center service. The purpose of this research is to identify some factors that are related to the will of a family to pay the rate increase for general treatment in public health center of Sentolo II in the year 2005 in conection with the rate increase plan.

This research is survey research, the type of this research is explanatory research with the cross sectional approach method. The population of this research is all head of household who have registration number for general treatment in the public health center of Sentolo II except askes members and health card holders. The data is collected with quantitative method through questionnaire, the number of sample is 100 respondents using quota-sampling technique.

The quantitative data is analyzed i univariat and bivariat. A descriptive bivariat analysis is by making a cross table between the free variable and bound variable which arranged ordinarily. While a statistic bivariat analysis is tested with Kendall tau-b correlation because there is abnormal distributed variable. From the result of this anlysis, we can draw a description that if the rate is increase Rp 3000,00 the consumers' scope is about 64%, the greates number of the necessity level is medium (74%) and high(14%), the greates number of knowledge is medium(58%) and low(27%). The attitude toward health service is not quite good is only 9% and the high cost of health service 8%. Meanwhile, the greates number of the will to pay is (51%) between Rp 10.000,00 s.d. Rp 20.000,00.

The result of bivariat analysis in significant level 0,01 also known a significant relationship that is : between necessity and WTP(tau=0,470), between knowledge and WTP(tau=0,209), between the attitude toward health service and WTP (tau=0,624), between health service cost and WTP (tau=0,291) and between ATP and WTP (tau=0,759).

Fro the result of dat aanalysis we can draw a conclution that the higher the need, knowledge, attitude, health service cost and ability to pay te higher the will to pay. The strength of the correlation is showed by the coeffisient corrlation (tau) if it is less than 0,5 the correlation is not strong enough and if more than 0,5 it is very strong. The result of this research can be used as an input for regional goverment to determine the amount of ubsidy of general treatment rate in public health center in Kulon Progo Regency

Keyword : will to pay, rate, public health center