

GAMBARAN TINGKAT KEPUASAN PEDAGANG TERHADAP LAYANAN POS UKK DI PASAR BANTUL

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INTISARI

Latar Belakang: Sektor informal mempunyai banyak keterbatasan terutama dalam hal kemampuan pemeliharaan kesehatan para pekerja yang sering terpajan dengan bahaya-bahaya potensial akibat lingkungan kerja yang buruk, jam kerja yang tidak teratur, beban kerja yang terlalu berat namun berpenghasilan rendah, dan umumnya tidak memperoleh pelayanan kesehatan kerja yang memadai. Pekerja informal dengan jumlah yang besar dan risiko keselamatan dan kesehatan kerja mereka hadapi, perlu dibina dan diberikan pelayanan kesehatan melalui penerapan pelayanan kesehatan kerja di puskesmas. Pada indikator Rencana Strategis (Renstra) Kementerian Kesehatan Tahun 2015-2019, menyebutkan bahwa target presentase puskesmas 69,68% yang menyelenggarakan kesehatan kerja dan pelayanan kesehatan bagi pekerja di wilayah kerjanya, diantaranya melalui pos upaya kesehatan kerja (UKK). Pos UKK harus memiliki mutu pelayanan kesehatan yang baik dan berkualitas guna memberikan kepuasan pada pengunjung atau pasien yang dapat dirasakan manfaatnya oleh pedagang di pasar Bantul.

Tujuan: Mengetahui gambaran tingkat kepuasan pedagang terhadap layanan Upaya Kesehatan Kerja (UKK) di Pasar Bantul.

Metode: Penelitian ini merupakan penelitian kuantitatif dengan menggunakan penelitian *deskriptif non probability accidental sampling*. Jumlah sampel yang digunakan 96 orang. Teknik pengambilan data menggunakan kuesioner. Kuesioner menggunakan skala likert harapan dan kenyataan. Analisis data yang digunakan uji *deskriptif*,

Hasil: Hasil penelitian menunjukkan kepuasan berdasarkan aspek dimensi *tangibles* sangat memuaskan 54 (56,3%) kurang memuaskan 11 (11,5%), *reliability* sangat memuaskan 54 (56,3%) kurang memuaskan 6 (6,3%), *responsiveness* sangat memuaskan 54 (56,3%) kurang memuaskan 6 (6,3%), *assurance* memuaskan 46 (47,9%) kurang memuaskan 7 (7,3%), *empathy* sangat memuaskan 51 (53,1%) kurang memuaskan 11 (11,5%).

Kesimpulan: Gambaran tingkat kepuasan pedagang mayoritas 71 (74%) merasa sangat puas akan layanan Pos UKK di Pasar Bantul, sedangkan sebanyak 16 (16,7%) pedagang tidak puas.

Kata Kunci: Pos UKK, Tingkat kepuasan, Dimensi kepuasan

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THE DESCRIPTION OF TRADERS 'SATISFACTION TOWARD OCCUPATIONAL HEALTH SERVICE (*POS UKK*) IN BANTUL TRADITIONAL MARKET

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ABSTRACT

Background: The informal sector has many limitations, especially in terms of the health care capabilities of workers who are often exposed to potential hazard due to a bad working environment, irregular working hours, overly heavy workloads but get inappropriate income, and generally they do not receive adequate occupational health services. The large number of informal workers and the occupational safety and health risks they face, those problems need to be nurtured and provided with health services through the implementation of occupational health services at local government clinics. In the 2015-2019, the indicators of Ministry of Health's Strategic Plan (*Renstra*), it states that the target percentage of local government clinics is 69.68% which provides occupational health services for workers in their working areas, including through Occupational Health Effort center (*UKK*). *UKK* must have good quality in serving health services in order to provide satisfaction to the visitors or patients who can find the benefits from traders in the Bantul traditional market.

Objective: This study determined the level of satisfaction of traders with Occupational Health Effort (*UKK*) services in Bantul Traditional Market.

Methods: This study was a quantitative study using a *descriptive non-probability accidental sample*. The number of samples used was 96 people. The data collection technique was a questionnaire. The questionnaire used was Likert scale of expectations and reality. Data analysis carried out was *descriptive test*.

Result : The result of the study showed that satisfaction based on the *tangibles* dimension aspect was very satisfactory 54 (56.3%) and not satisfactory 11 (11.5%), the *reliability* was very satisfactory 54 (56.3%) and not satisfactory 6 (6.3%), the *responsiveness* was very satisfactory 54 (56.3%) and less satisfactory 6 (6.3%), the *satisfactory assurance* 46 (47.9%) and unsatisfactory 7 (7.3%), the *empathy* was very satisfactory 51 (53.1%) and less satisfactory 11 (11.5%).

Conclusion: An overview of the satisfaction level of the majority of traders is 71 (74%) that are very satisfied with the Occupational Health Effort service (*POS UKK*) in Bantul Traditional Market, while, as many as 16 (16.7%) traders are not satisfied.

Keywords: Occupational Health Effort Service (*Pos UKK*), Satisfaction Level, Satisfaction Dimensions

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