

KEPUASAN PASIEN DI TEMPAT PENDAFTARAN PASIEN (TPP) RAWAT JALAN RSUD PANEMBAHAN SENOPATI BANTUL

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INTISARI

Latar Belakang: kepuasan pasien merupakan tanggapan pelanggan terhadap kesesuaian tingkat kepentingan atau harapan pelanggan sebelum mereka menerima jasa pelayanan dengan sesudah menerima pelayanan yang mereka terima. Setiap pelayanan yang diberikan rumah sakit kepada pasien sangat berpengaruh terhadap kepuasan pasien. Berdasarkan hasil survei kepuasan di RSUD Panembahan Senopati Bantul terdapat ketidakpuasan pasien mengenai kenyamanan di ruang tunggu.

Tujuan penelitian: mengetahui karakteristik responden kepuasan pasien di TPP Rawat Jalan. Mengetahui tingkat persentase kepuasan pasien rawat jalan berdasarkan lima dimensi kualitas jasa pelayanan dan mengetahui perbandingan kepuasan pasien BPJS dan Non BPJS di TPP Rawat Jalan RSUD Panembahan Senopati Bantul.

Metodelogi Penelitian: Jenis penelitian ini merupakan penelitian deskriptif dengan menggunakan pendekatan kuantitatif. Populasi dalam penelitian ini yaitu seluruh pasien BPJS dan pasien Non BPJS dan sampel pada penelitian ini adalah bagian dari populasi pasien rawat jalan di RSUD Panembahan Senopati Bantul. Metode pengumpulan yaitu data primer dan data sekunder. Penelitian ini dilaksanakan di bagian Instalasi Rekam Medis RSUD Panembahan Senopati Bantul yang beralamat di Jl. Dr. Wahidin Sudiro Husodo Bantul No. 55714. Kec Bantul, Yogyakarta, Daerah Istimewa Yogyakarta.

Hasil Penelitian: Tingkat kepuasan pasien berdasarkan lima dimensi kualitas jasa yang berobat di TPP Rawat Jalan RSUD Panembahan Senopati Bantul merasa puas terhadap pelayanan yang diberikan oleh petugas pendaftaran, dibuktikan dengan tingkat kepuasan pada dimensi *tangibles* sebesar 46,9%, dimensi *reliability* sebesar 46,9%, dimensi *responsiveness* sebesar 34,6%, dimensi *assurance* sebesar 45,4%, dan *emphaty* sebesar 48,5% dan tingkat kepuasan pasien BPJS di TPP Rawat Jalan RSUD Panembahan Senopati Bantul merasa puas terhadap pelayanan yang diberikan oleh petugas pendaftaran, hal ini dibuktikan dengan tingkat kepuasan pasien BPJS sebesar 39,2%. Adapun pasien Non BPJS yang merasa puas sebanyak 13,8%. Berdasarkan hasil uji analisis secara umum tidak ada perbedaan yang signifikan pada tingkat kepuasan pasien BPJS dan pasien Non BPJS, sig >0,05 sehingga Ho diterima.

Kata Kunci: Kepuasan Pasien, TPP Rawat Jalan

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PATIENT'S SATISFACTION IN REGISTRATION COUNTER FOR OUTPATIENT IN PANEMBAHAN SENOPATI GENERAL HOSPITAL OF BANTUL

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ABSTRACT

Background : Patients' satisfaction is customers' perception about the conformity between their interest or hope before health service are given to them and after the health service are served to them. Every service given by the hospital to the patient is very influential on patient satisfaction. Based on the results of hospital satisfaction survey there is patient dissatisfaction regarding comfort in the waiting room.

Objective : To identify respondents' characteristic of patients' satisfaction in registration counter for outpatient. To identify the percentage of outpatients' satisfaction according to 5 dimensions of service quality and identify the comparison between satisfaction of patients with health insurance and patients without health insurance in registration counter for outpatient in Panembahan Senopati general hospital of Bantul.

Method : This was a descriptive study with quantitative approach. Population in this study was all patients with health insurance and without health insurance. Samples in this study were parts of outpatient population in Panembahan Senopati general hospital of Bantul. Data compilation method was by using primary data and secondary data. This study was conducted in medical record instalation in Panembahan Senopati general hospital of Bantul on Jl. Dr. Wahidin Sudiro Husodo 55714, Bantul, Yogyakarta.

Result : Patients' satisfaction level according to 5 aspects of service quality in registration counter for outpatient in Panembahan Senopati general hospital of Bantul was satisfied with the service from registration staff, reflected from satisfaction level on tangible dimension as high as 46,9%, reliability dimension as high as 46,9%, responsiveness dimension as high as 34,6%, assurance dimension as high as 45,4%, and emphaty as high as 48,5%. Satisfaction level of patients with health insurance in registration counter for outpatient in Panembahan Senopati general hospital of Bantul was satisfied with the service from registration staff, reflected from satisfaction level of patients with health insurance as high as 39,2%. In the meanwhile, satisfaction level of patients without health insurance was as high as 13,8%. The results of analysis test in general there is no significant difference of patient satisfaction with health insurance and without health insurance, sig. >0,05 so Ho is accepted.

Keywords : Patients' Satisfaction, Registration Counter for Outpatient.

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