

ANALISIS KEPUASAN PASIEN BPJS DALAM PELAYANAN PENDAFTARAN RAWAT JALAN DI PUSKESMAS GEDONGTENGEN YOGYAKARTA

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INTISARI

Latar Belakang: Kepuasan pasien yaitu hasil penilaian dari pasien terhadap pelayanan kesehatan dengan membandingkan apa yang diharapkan sesuai dengan pelayanan yang diterimanya, aspek yang dapat mempengaruhi kepuasan pasien yaitu menunggu lama saat waktu pendaftaran, sarana dan prasarana yang meliputi gedung, pengetahuan petugas, kehandalan dan kecepatan petugas dalam memberikan pelayanan. Jika kinerja berada dibawah maka pelanggan akan merasa tidak puas, apabila kinerja memenuhi harapan maka pelanggan akan merasa puas. Upaya peningkatan kepuasan pasien, khususnya kepatuhan terhadap standar, diperlukan petugas yang bukan hanya dapat melaksanakan kerja yang baik tetapi ramah, simpatik, penuh pengertian dan terampil. Studi pendahuluan di Puskesmas Gedongtengen Yogyakarta dengan hasil temuan pasien mengatakan bahwa petugas yang kurang ramah, waktu tunggu mendapatkan pelayanan cukup lama sehingga pasien mendapatkan pelayanan medis bisa lebih dari 30 menit.

Tujuan: Mengetahui kepuasan pasien berdasarkan dimensi kualitas pelayanan kesehatan di Puskesmas Gedongtengen Yogyakarta dilihat dari 5 dimensi kualitas pelayanan yaitu *tangibles*, *reability*, *responsiveness*, *assurance*, dan *emphaty*

Metode Penelitian: Penelitian ini menggunakan metode deskriptif dengan pendekatan kuantitatif. Rancangan penelitian menggunakan *cross sectional*, teknik pengambilan sampel *accidental sampling* dengan jumlah sampel sebanyak 50 responden, metode pengumpulan data menggunakan kuesioner, menggunakan analisis univariat.

Hasil Penelitian: Kepuasan pasien dalam pelayanan kesehatan di Puskesmas Gedongtengen Yogyakarta pada dimensi *tangibles* 62.0%, dimensi *reability* 70.0%, dimensi *responsiveness* 38.0%, dimensi *assurance* 78.0%, dimensi *emphaty* 70.0%.

Kesimpulan: Kepuasan pasien terhadap pelayanan kesehatan di Puskesmas Gedongtengen Yogyakarta termasuk dalam kategori puas dengan presentase jawaban responden sebesar 70.0%.

Kata Kunci: *Kepuasan Pasien, Pelayanan Pendaftaran, Puskesmas*

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ANALYSIS OF BPJS PATIENT SATISFACTION IN OUTPATIENT REGISTRATION SERVICES AT GEDONGTENGEN HEALTH CENTER YOGYAKARTA

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ABSTRAC

Background: Patient satisfaction is the result of an assessment of patients on health services by comparing what is expected in accordance with the services they receive, aspects that can affect patient satisfaction are long waits during registration time, facilities and infrastructure which include buildings, officer knowledge, reliability and speed of officers in providing services. If the performance is below then the customer will feel dissatisfied, if the performance meets expectations then the customer will feel satisfied. Efforts to increase patient satisfaction, especially compliance with standards, require officers who can not only carry out good work but are friendly, sympathetic, understanding and skilled. A preliminary study at the Gedongtengen Health Center Yogyakarta with patient findings said that the officers were less friendly, the waiting time to get service was long enough so that patients could get medical services could be more than 30 minutes.

Objective: Knowing patient satisfaction based on the dimensions of health service quality at Puskesmas Gedongtengen Yogyakarta seen from 5 dimensions of service quality, namely *tangibles*, *reability*, *responsiveness*, *assurance*, and *emphaty*

Research Method: This research uses a descriptive method with a quantitative approach. The study design used *cross sectional*, accidental sampling *technique* with a sample of 50 respondents, data collection method using questionnaires, using univariate analysis.

Research Results: Patient satisfaction in health services at Puskesmas Gedongtengen Yogyakarta at *tangibles dimension* 62.0%, *reliability dimension* 70.0%, *responsiveness dimension* 38.0%, *assurance dimension* 78.0%, *emphaty dimension* 70.0%.

Conclusion: Patient satisfaction with health services at Puskesmas Gedongtengen Yogyakarta is included in the satisfied category with a percentage of respondents' answers of 70.0%.

Keywords: *Patient Satisfaction, Registration Services, Puskesmas*

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