

HUBUNGAN PERSEPSI PASIEN TENTANG MUTU PELAYANAN DENGAN MINAT PEMANFAATAN ULANG PELAYANAN RAWAT JALAN DI PUSKESMAS SEWON 1 BANTUL

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INTISARI

Latar Belakang: Undang-Undang Kesehatan Nomor 23 Tahun 2009 menekankan pentingnya upaya peningkatan mutu pelayanan kesehatan, khususnya ditingkat Puskesmas. Pelayanan bermutu adalah memberikan pelayanan didasarkan pada standar kualitas untuk memenuhi kebutuhan dan harapan pasien sehingga meningkatkan kepercayaan dan loyalitas terhadap Puskesmas. Kepuasan pasien atas pelayanan keperawatan cenderung lebih mengarah pada jasa pelayanan yang diberikan oleh perawat, jika pelayanan yang diberikan bermutu dapat mempengaruhi minat ulang pengguna jasa pelayanan.

Tujuan Penelitian: Mengetahui hubungan persepsi pasien tentang mutu pelayanan dengan minat pemanfaatan ulang pelayanan rawat jalan di Puskesmas Sewon 1 Bantul.

Metode Penelitian: Jenis penelitian *observasi analitik* dengan pendekatan *cross sectional*. Sampel diambil dengan teknik *purposive sampling* sebanyak 80 pasien yang dirawat jalan di Puskesmas Sewon I Bantul. Instrumen penelitian adalah kuesioner dan hasil penelitian dianalisis dengan uji *chi square*.

Hasil Penelitian: Persepsi pasien terhadap mutu pelayanan di Puskesmas Sewon 1 Bantul dikategorikan baik (48,8%). Sebagian besar pasien berminat untuk melakukan kunjungan ulang di Puskesmas Sewon 1 Bantul (92,5%). Hasil uji *chi square* diperoleh nilai $p(0,000) < 0,05$ dan koefisien kontingensi sebesar 0,413.

Kesimpulan: Ada hubungan yang signifikan antara persepsi pasien terhadap mutu pelayanan dengan minat memanfaatkan ulang pelayanan rawat jalan di Puskesmas Sewon 1 Bantul dengan keeratan hubungan sedang.

Kata Kunci: Persepsi Mutu Pelayanan, Minat Pemanfaatan Ulang.

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THE RELATIONSHIP BETWEEN PATIENTS' PERCEPTIONS ON THE QUALITY OF SERVICES AND RE-USE INTERESTS OF OUTPATIENT SERVICES AT THE COMMUNITY HEALTH CENTER 1 IN SEWON, BANTUL REGENCY

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ABSTRACT

Background: Health Law No. 23 2009 emphasizes the importance of improving the quality of health services, especially at the Community Health Center level. Quality of services is set to provide services based on quality standards to meet the needs and expectations of patients so that it increases trust and loyalty toward the Community Health Center. Patient's satisfaction toward the services tends to be more directed at the nursing services provided by nurses if the quality of services provided may affect the interest of service re-users.

Objective: To identify the relationship between the patient's perceptions on the quality of services and the intention of reusing outpatient services at the Community Health Center 1 in Sewon, Bantul Regency.

Method: This was an analytic observational study involved the cross sectional approach. Samples were taken by using a purposive sampling technique on 80 patients who were treated at the Community Health Center 1 in Sewon, Bantul Regency. The research instrument was a questionnaire and the results were analyzed by using a chi-square test.

Results: The patient's perceptions on the quality of services in the Community Health Center 1 in Sewon, Bantul Regency were good (48.8%). Most patient's were interested in making a repeated visit to the Community Health Center 1 in Sewon, Bantul Regency (92.5%). The results obtained by using a chi-square test was p-value (0.000) <0.05 and contingency coefficient of 0.413.

Conclusion: There is a significant correlation between the patient's perceptions on the quality of service and the interest of reusing outpatient services at the Community Health Center 1 in Sewon, Bantul Regency, along with the average closeness of the relationship.

Keywords: Perception of service quality, interests of reuse.

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