

## Analisis hubungan antara tingkat kepuasan dengan keinginan pasien kembali memanfaatkan pelayanan rawat jalan di Puskesmas Bukit Kemuning Kec. Bukit Kemuning Kab. Lampung Utara th. 2006

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### Abstrak

<p>Kebutuhan untuk meningkatkan mutu pelayanan kesehatan di Indonesia, paling tidak dipengaruhi oleh 3 (tiga) perubahan besar, yang merupakan tantangan dan peluang. Perubahan itu adalah sumber daya yang terbatas, adanya kebijakan desentralisasi (decentralization policy) dan berkembangnya kesadaran akan pentingnya mutu (quality awareness) dalam pelayanan kesehatan. (Depkes RI, 2003). Lima penentu kualitas jasa yang dapat dijadikan dasar menilai tingkat kepuasan pelanggan terhadap kualitas pelayanan yang diterimanya meliputi: tangible, reliability, responsiveness, assurance dan empathy. (Parasuraman, Zeithaml dan Berry (dalam Jauhari, 2004) Puskesmas Bukit Kemuning Kecamatan Bukit Kemuning Kabupaten Lampung Utara, adalah Puskesmas dengan pelayanan rawat jalan dan rawat inap. Dan laporan tahunan Puskesmas Bukit Kemuning sejak ditetapkannya sebagai Puskesmas unit swadana didapatkan kunjungan rawat jalan khusus pasien umum mulai tahun 2002 mengalami penurunan. Untuk melihat efisiensi dan efektifitas pelayanan Puskesmas Bukit Kemuning, maka perlu dilakukan analisis hubungan antara tingkat kepuasan dengan keinginan pasien kembali memanfaatkan pelayanan rawat jalan di Puskesmas Bukit Kemuning. Penelitian ini merupakan penelitian observasional dengan pendekatan kuantitatif, menggunakan rancangan cross sectional, dilaksanakan pada bulan Juni-Juli 2006. Tujuan penelitian ini melihat gambaran hubungan antara kepuasan pasien pada 5 (lima) dimensi mutu pelayanan dan karakteristik pasien dengan keinginan pasien untuk kembali memanfaatkan pelayanan rawat jalan di Puskesmas Bukit Kemuning. Responden berjumlah 127 orang. Pengumpulan data dilakukan dengan wawancara, lalu dilakukan pengolahan dan analisis univariat, bivariat, multivariate dan important and performance analysis. Hasil penelitian menunjukkan, dari lima dimensi mutu layanan, sebagian besar pasien tidak puas pada dimensi tangible, assurance dan empathy, pada dimensi reliability dan responsibility proporsi pasien yang puas lebih besar dari pada yang tidak puas. Hal ini tidak berbanding lurus dengan besarnya proporsi pasien yang ingin kembali memanfaatkan pelayanan rawat jalan di Puskesmas Bukit Kemuning (68,5%). Kepuasan pada dimensi tangible, reliability, Responsiveness dan Assurance merupakan variabel yang dominan mempengaruhi keinginan pasien kembali memanfaatkan pelayanan rawat jalan di Puskesmas Bukit Kemuning. Secara statistik terdapat hubungan antara cara bayar, Tangible, Reliability, Responsiveness dan Assurance dengan keinginan responden kembali memanfaatkan pelayanan rawat jalan di Puskesmas Bukit Kemuning. Pada important and performance analysis diperoleh kesenjangan terbesar antara tingkat harapan dengan pengalaman responden pada aspek Assurance. Aspek-aspek yang seharusnya menjadi prioritas untuk meningkatkan mutu layanan di Puskesmas Bukit Kemuning adalah Kelengkapan, kesiapan, kebersihan alat- & alat yang dipakai (non media), Prosedur pelayanan yang tidak berbelit-belit, kecepatan petugas pendaftaran dalam memberikan pelayanan, Keramahan dan kesopanan dokter/perawat/bidan dalam memberikan pelayanan, Jaminan keamanan pelayanan dan kepercayaan terhadap pelayanan, Pelayanan diberikan kepada semua pasien tanpa memandang status sosial dan lain-lain, Dokter/perawat/bidan memberikan dukungan dengan sabar pada saat memberikan pelayanan kesehatan. Beberapa hal yang penting

yang perlu dilakukan oleh pimpinan Puskesmas Bukit Kemuning untuk meningkatkan mutu layanan adalah: lebih meningkatkan kinerja petugas pemberi pelayanan di unit rawat jalan, mengevaluasi kembali prosedur pelayanan yang selama ini dipakai agar pasien merasa tidak berbelit-belit dalam menerima pelayanan, agar pelayanan kepada pelanggan dapat memenuhi harapan sebaiknya program jaga mutu pada internal Puskesmas ditingkatkan, agar pengguna jasa pelayanan Puskesmas merasa nyaman dalam menerima tindakan yang diberikan sebaiknya pelayanan diberikan sesuai dengan standar operasional.

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Nowadays, the need on improving and increasing the quality of health services in Indonesia is urgently needed. At least, it is influence by three main changes, which can work as threaten and opportunity. These changes are namely: a limited on resources, the decentralization policy, and the development of the important of the quality awareness on health services (Depkes RI, 2003). There are five dimensions of quality services that can determine the level of client's satisfaction on the service that they have received, which are: tangible, reliability, responsiveness, assurance, and empathy (Pasuraman, Zeithaml and Berry, cited by Jauhari, 2004) Puskesmas Bukit Kemuning of Sub-district of Bukit Kemuning at the District of Lampung Utara, is a Puskesmas with services both for outpatient and inpatient. Refer to the Annual Report of Puskesmas Bukit Kemuning, since the Puskesmas has stated as a Self-funded Puskesmas Unit, it is found that begin in 2002 there are a declining on the number of general patient especially on outpatient services. Therefore, to look at how the efficiency and the efficacy on the services of Puskesmas Bukit Kemuning, it is needed to carry out the correlation analysis on the level of satisfaction and patient's willingness to return and re-utilizing the outpatient services at Bukit Kemuning Puskesmas. The study is an observational study with a qualitative approach, and carried out with a cross-sectional design from June to July 2006. The aim of the study is to look at the picture of correlation between patient's satisfactions on five dimensions of quality services and patient's characteristics, with patient's willingness to return and re-utilizing the outpatient services at Bukit Kemuning Puskesmas. There are 127 respondents, the data collected by interviewing, and analyzed by a univariate, bivariate, multivariate, and also an important and performance analysis. The study found that from five dimensions of quality services, mostly patients are not satisfied on the aspect of tangible, assurance, and empathy. But, on the dimension of reliability and resp.; nsiven ii\_\_ proportion of sctis icd patients is higher than iiiose who are not satisfied. The situation is not linearly related with the proportion of patients who are willing to return and re-utilize the outpatient services (68.5%). Satisfaction on the aspects of tangible, reliability, responsiveness, and. Assurance are variables that dominantly influence the willingness of the patient to return and re-utilize the outpatient services. Statistically, there are significant correlations between mode of payment, tangible, reliability, responsiveness and assurance, with the willingness of the patient to return and re-utilize the outpatient services. Refer to the important and performance analysis, the widest disparity is found between level of expectation and respondent's experience on the aspect of assurance. Some aspects that should be prioritized in order to increase the quality of services at Puskesmas Bukit Kemuning are namely: completeness, readiness, sanitation on non-medical utensils, simple procedures on services (mean that the procedures is not too complicated and takes time), promptness of registration personnel in giving services, hospitality and politeness of the doctors/midwives/nurses while delivering services, assurance on services safeness and reliability towards services, suppose the services are delivered to all patients regardless their social status or else, suppose the doctors/nurses/ midwives are giving full support and full of serene at the time they are on duty to deliver health services. Suggestion on things that should be considered by the head of Puskesmas Bukit Kemuning, are: to increase the performance of any personnel that giving services at the unit of

outpatient, to evaluate the procedures of services at the outpatient unit as its too complicated, in order to fulfill the expectation of the clients, it is needed to increase the quality assurance program for the internal affair of the Puskesmas, and in order to reach the Puskesmas client's comfort while receiving treatment of services, its suppose that services are given in the base of operational standard.</p>