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GAMBARAN TINGKAT KEPUASAN PASIEN TERHADAP MUTU PELAYANAN KB DI PMB MARIA ULFA S. ST. Keb BANDUNGAN KAB SEMARANG

ABSTRAK

Latar Belakang: Minat kunjungan ulang pada fasilitas kesehatan sangat ditentukan oleh kepuasan pasien. Kepuasan pasien ditentukan oleh mutu pelayanan yang diterimanya, kualitas mutu pelayanan KB perlu ditingkatkan serta dipertahankan oleh bidan, pelayanan diberikan belum optimal hal ini ditunjukkan dari penurunan jumlah kunjungan pada bulan maret hingga september dan PMB belum memiliki fasilitas yang nyaman. Tujuan penelitian ini mengetahui Gambaran Tingkat Kepuasan Pasien Terhadap Mutu Pelayanan KB di PMB Maria Ulfa, S. ST. Keb Bandungan Kab Semarang.

Metode: Desain penelitian ini adalah diskriptif. Sampel dalam penelitian ini adalah akseptor KB yang berkunjung ke PMB sejumlah 41 responden. Teknik pengambilan sampel *Accidental Sampling*. Analisis distribusi frekuensi.

Hasil: Hasil penelitian menunjukkan bahwa sebagian besar responden (58,5%) mengatakan kurang puas. Berdasarkan 5 dimensi mutu didapatkan 51,2 % kurang puas pada dimensi mutu bukti langsung (*Tangible*), 65,9% puas pada dimensi keandalan (*Reliability*). 53,7% puas pada dimensi ketanggapan (*Responsiveness*). 61% puas pada dimensi keyakinan (*Assurance*). 53,7% puas pada dimensi empati (*Emphaty*).

Simpulan: Tingkat kepuasan pasien sebagian besar kurang puas terhadap mutu pelayanan KB secara umum. Dari 5 dimensi, Sebagian besar kurang puas terhadap mutu pelayanan KB dimensi (*Tangiabile*). Dan sebagian besar puas terhadap mutu pelayanan KB pada dimensi (*Reliability, Responsiveness, Assurance* dan *Empaty*).

Kata Kunci : Tingkat Kepuasan Pasien, Mutu Pelayanan KB.

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DESCRIPTION OF PATIENTS SATISFACTION WITH QUALITY OF FAMILY PLANNING SERVICE AT PMB MARIA ULFA S. ST. Keb BANDUNGAN KAB SEMARANG

ABSTRACT

Background: Interest in return visits to health facilities is largely determined by patient satisfaction. Aging of patients is determined by the quality of service they receive, the quality of family planning services needs to be improved and maintained by midwives, the services provided are not optimal, this is indicated by the decrease in the number of visits from March to September and PMB does not have comfortable facilities. The purpose of this study was to determine the description of the level of patient satisfaction with the quality of family planning services at PMB Maria Ulfa, S. ST. Keb Bandungan Semarang Regency.

Methods: The design of this study is descriptive. The sample in this study were 41 family planning acceptors who visited PMB. Technique *Accidental Sampling*. Frequency distribution analysis.

Results: The results showed that the majority of respondents (58.5%) said they were not satisfied. Based on the 5 dimensions of quality, it is found that 51.2% are not satisfied with the quality dimension of direct evidence (*Tangible*), 65.9% are satisfied on the dimension of reliability (*Reliability*). 53.7% are satisfied on the dimension of responsiveness (*Responsiveness*). 61% are satisfied on the dimension of confidence (*Assurance*). 53.7% satisfied on the dimension of empathy (*Empathy*).

Conclusion: The level of patient satisfaction is mostly less satisfied with the quality of family planning services in general. Of the 5 dimensions, most of them are not satisfied with the quality of the dimensional family planning service (*Tangible*). And most are satisfied with the quality of family planning services on the dimensions (*Reliability, Responsiveness, Assurance and Empathy*).

Keywords: Patient Satisfaction Level, Quality of Family Planning Services.