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Skripsi, Januari 2023
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HUBUNGAN KEPUASAN PASIEN TERHADAP PELAYANAN KESEHATAN DENGAN MINAT KUNJUNGAN ULANG DI PUSKESMAS PEMBANTU DESA PASEKAN, KECAMATAN AMBARAWA, KABUPATEN SEMARANG

ABSTRAK

Latar Belakang : Puskesmas Pembantu adalah tempat pelayanan kesehatan dibawah coordinator dari Puskesmas Pusat. Kepuasan adalah perasaan senang terhadap sesuatu jika sesuai dengan harapannya. Niat beli ulang adalah perilaku konsumen pasca pembelian, jika anda puas anda cenderung akan membeli kembali lebih banyak produk. Hasil studi pendahuluan terdapat penurunan jumlah kunjungan pada pelayanan KIA dan KB, dari 469 pasien di tahun 2020 menjadi 423 di tahun 2021. Dan dari hasil wawancara 7 pasien didapatkan hasil 4 pasien merasa puas dan 3 pasien merasa kurang puas dengan pelayanan. Penelitian ini bertujuan untuk mengetahui adakah hubungan kepuasan masyarakat terhadap pelayanan kesehatan dengan minat kunjungan ulang di Puskesmas Pembantu Desa Pasekan.

Metode : Jenis penelitian yang digunakan adalah penelitian kuantitatif. Teknik sampling yang digunakan adalah *total sampling* dengan total 55 responden yaitu seluruh pasien yang menerima pelayanan KIA dan KB di Puskesmas Pembantu Desa Pasekan pada bulan November 2022. Pengumpulan data menggunakan instrument kuesioner. Teknik analisis data yang digunakan yaitu Analisis Univariat dan Analisis Bivariat.

Hasil : Hasil uji Univariat menunjukkan bahwa 30 responden (54,4%) puas dengan pelayanan yang diterima dan 35 responden (63,6%) berminat melakukan kunjungan ulang. Hasil uji Bivariat menunjukkan bahwa tidak terdapat hubungan yang signifikan antara kepuasan pasien dengan minat kunjungan ulang ($p = 0,175$ $\alpha > 0,05$).

Simpulan : Berdasarkan penelitian ini dapat disimpulkan bahwa sebagian besar pasien menyatakan puas dengan pelayanan kesehatan yang diberikan dan ada minat kunjungan ulang di Puskesmas Pembantu Desa Pasekan.

Kata kunci : Kepuasan Pasien, Minat Kunjung Ulang, Pelayanan Kesehatan

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THE RELATIONSHIP OF PATIENT SATISFACTION TO HEALTH SERVICES WITH INTEREST IN RETURN VISITS AT PUSKESMAS PUSKESMAS IN PASEKAN VILLAGE, AMBARAWA DISTRICT, SEMARANG DISTRICT

ABSTRACT

Background : *Auxiliary Health Center is a place for health services under the coordinator of the Central Health Center. Satisfaction is a feeling of being happy about something if it is in accordance with expectations. Repurchase intention is post-purchase consumer behavior, if you are satisfied you tend to repurchase more products. The results of the preliminary study showed a decrease in the number of visits to Mother, Child and Family Planning services, from 469 patients in 2020 to 423 in 2021. And from the results of interviews with 7 patients, the results showed that 4 patients were satisfied and 3 patients were unsatisfied with the service. This study aims to determine whether there is a relationship between community satisfaction with health services with interest in repeat visits at the Pasekan Village Community Health Center.*

Method : *This type of research used is quantitative research. The sampling technique used was total sampling with a total of 55 respondents, namely all patients who received maternal and child health services and family planning at the Pasekan Village Assistant Health Center in November 2022. Data collection used a questionnaire instrument. The data analysis technique used is Univariate Analysis and Bivariate Analysis.*

Results : *Univariate test results showed that 30 respondents (54.4%) were satisfied with the service received and 35 respondents (63.6%) were interested in making a repeat visit. Bivariate test results showed that there was no significant relationship between patient satisfaction and interest in repeat visits ($p = 0.175$ $\alpha > 0.05$).*

Conclusion : *Based on this study it can be concluded that the majority of patients stated that they were satisfied with the health services provided and there was an interest in a repeat visit at the Pasekan Village Health Center.*

Keywords : Patient Satisfaction, Interest in Repeat Visits, Health Services