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**GAMBARAN PERSEPSI KUALITAS PELAYANAN DAN LOYALITAS PASIEN
BERSALIN DI TEMPAT PRAKTEK
MANDIRI BIDAN ANA WAHYUDI, A.Md.Keb
KOTA BALIKPAPAN**

ABSTRAK

Latar Belakang : Kualitas pelayanan kesehatan masyarakat melalui praktek mandiri baik quality of care (pelayanan profesi) dan quality of service (pelayanan manajemen) perlu terus diupayakan dengan meningkatkan efisiensi, efektivitas, dan produktivitas kerjanya sehingga kebutuhan dan kepuasan pengguna jasa pelayanan kebidanan dapat dipenuhi (Depkes RI, 2008). Suatu pelayanan dinilai memuaskan bila pelayanan tersebut dapat memenuhi kebutuhan dan harapan pelanggan.

Tujuan : Untuk menggambarkan persepsi kualitas pelayanan dan loyalitas pasien bersalin di tempat praktek mandiri bidan Ana Wahyudi, A.Md.Keb kota Balikpapan.

Metode : Desain penelitian ini merupakan penelitian deskriptif kualitatif. Populasi penelitian ini adalah seluruh ibu bersalin di TPMB Ana Wahyudi . Informan penelitian dipilih secara purposive sampling. Instrumen penelitian ini berupa wawancara.

Hasil : Kualitas pelayanan bersalin TPMB Ana Wahyudi pada dimensi bukti fisik didapatkan bahwa pasien merasa nyaman dengan kebersihan dan kerapian TPMB Ana Wahyudi namun ruangan kurang luas, pada dimensi kehandalan didapatkan bahwa petugas telah disiplin dilihat dari jam buka TPMB Ana Wahyudi yang tepat waktu dan sesuai prosedur yang ada, pada dimensi ketanggapan didapatkan bahwa seluruh petugas merespon setiap keluhan responden serta memberikan pelayanan dengan cepat dan tepat, pada dimensi Jaminan didapatkan bahwa seluruh petugas mampu melakukan tugasnya dengan baik dan diakui secara legal, pada dimensi Empati didapatkan bahwa Petugas telah mendahulukan kepentingan pasien, memiliki ramah, baik, sopan dan santun serta tidak membedakan pasien. Loyalitas pasien bersalin TPMB Ana Wahyudi didapatkan kesimpulan mereka akan melakukan kunjungan ulang dan merekomendasikan praktek ini ke masyarakat sekitar serta meskipun beredar isu negatif mengenai TPMB Ana Wahyudi seluruh responden tetap memiliki kepercayaan terhadap TPMB Ana Wahyudi.

Kesimpulan : persepsi kualitas pelayanan di TPMB Ana Wahyudi cukup baik dan perlu berbenahan di beberapa item ruangan dan Loyalitas pasien di TPMB Ana Wahyudi sangat baik di mana semua pasien merasa puas dan mau melakukan kunjungan ulang serta merekomendasikan kepada pada orang lain

Kata Kunci : Persepsi, Kualitas, Loyalitas

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ABSTRAC

Background : The quality of public health services through independent practice, both quality of care (professional services) and quality of service (management services), needs to be continuously pursued by increasing efficiency, effectiveness, and work productivity so that the needs and satisfaction of users of midwifery services can be met (Ministry of Health RI, 2008). A service is considered satisfactory if the service can meet the needs and expectations of customers.

Objective : To describe the perception of service quality and loyalty of maternity patients at the midwife Ana Wahyudi's independent practice, A.Md.Keb, Balikpapan city.

Method : The research design is a qualitative descriptive research. The population of this study were all mothers giving birth at TPMB Ana Wahyudi. Research informants were selected by purposive sampling. The research instrument is in the form of interviews

Results : The quality of TPMB Ana Wahyudi maternity services on the dimension of physical evidence found that the patient felt comfortable with the cleanliness and tidiness of TPMB Ana Wahyudi but the room was not spacious, on the reliability dimension it was found that the officers were disciplined seen from the opening hours of TPMB Ana Wahyudi which were on time and according to existing procedures , on the responsiveness dimension it was found that all officers responded to each respondent's complaint and provided services quickly and precisely, on the Assurance dimension it was found that all officers were able to carry out their duties properly and were legally recognized, on the Empathy dimension it was found that officers were late prioritizing the interests of patients, had friendly , kind, polite and courteous and do not discriminate against patients. The loyalty of patients giving birth to TPMB Ana Wahyudi concluded that they would make repeat visits and recommend this practice to the surrounding community and even though there were negative issues regarding TPMB Ana Wahyudi, all respondents still had trust in TPMB Ana Wahyudi

Conclusion : The perception of service quality at TPMB Ana Wahyudi is quite good and needs to improve in several room items and patient loyalty at TPMB Ana Wahyudi is very good where all patients are satisfied and want to make repeat visits and recommend to others

Keywords: Perception, Quality, Loyalty