

Universitas Ngudi Waluyo  
Program Studi Sarjana Kebidanan, Fakultas Kesehatan  
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Umi Nurlistiani  
152221097

## FAKTOR-FAKTOR YANG BERHUBUNGAN DENGAN KEPUASAN PASIEN ANC TERHADAP PELAYANAN KESEHATAN DI PMB RIZKIYAH S.KEB TANGERANG SELATAN

### ABSTRAK

**Latar Belakang:** Kepuasan pasien adalah perbedaan antara harapan dan kinerja yang dirasakan oleh pasien terhadap kualitas pelayanan, kinerja petugas, pelayanan lain yang termasuk kedalam bagian dari proses pelayanan bidan praktek. Berdasarkan hasil studi pendahuluan yang dilakukan di PMB Rizkiyah S.Keb Tangerang Selatan mengalami penurunan jumlah kunjungan pasien ANC, pada tahun 2021 jumlah kunjungan pasien ANC yaitu 1.426, sedangkan pada tahun 2022 jumlah kunjungan pasien menurun menjadi 1.315. Penelitian ini bertujuan untuk mengetahui faktor-faktor yang berhubungan dengan kepuasan pasien ANC terhadap pelayanan kesehatan di PMB Rizkiyah S.Keb Tangerang Selatan.

**Metode:** Jenis penelitian menggunakan penelitian kuantitatif dengan pendekatan survei analitik dengan desain *cross-sectional*. Populasi penelitian adalah kunjungan ibu hamil di PMB Rizkiyah S.Keb Tangerang Selatan bulan Mei-Juni 2023 dan teknik pengambilan sampel menggunakan *quota sampling* sebanyak 50 orang. Pengumpulan data menggunakan google formulir. Analisis data adalah univariat dan bivariat menggunakan *uji chi square*.

**Hasil:** Pada dimensi *Responsiveness* yang menyatakan baik 29 (58%) responden dan yang kurang baik 21 (42%) responden. Pada dimensi *Tangible* yang menyatakan lengkap 28 (56%) dan yang kurang lengkap 22 (44%) responden. Hubungan *Responsiveness* dengan kepuasan pasien menunjukkan 24 responden (48%) menyatakan puas dan 5 responden (10%) menyatakan tidak puas dengan tingkat kepuasan baik terhadap layanan, dan 3 responden (6%) menyatakan puas dan ada 18 (36%) responden menyatakan tidak puas dengan tingkat perasaan kurang terhadap layanan. Hubungan *Tangible* dengan kepuasan pasien menunjukkan 24 responden (48%) menyatakan puas dan 4 responden (8%) menyatakan tidak puas dengan tingkat kepuasan baik terhadap layanan, dan 3 responden (6%) menyatakan puas dan ada 19 (28%) responden menyatakan tidak puas dengan tingkat perasaan kurang terhadap layanan. Hubungan *Tangible* dengan kepuasan pasien menunjukkan 24 responden (48%) menyatakan puas dan 4 responden (8%) menyatakan tidak puas dengan tingkat kepuasan baik terhadap layanan, dan 3 responden (6%) menyatakan puas dan ada 19 (28%) responden menyatakan tidak puas dengan tingkat perasaan kurang terhadap layanan. Hasil uji statistik *chi square* diperoleh  $p$  value  $< \alpha$  (0,05) menunjukkan bahwa  $H_a$  diterima.

**Simpulan:** Terdapat hubungan variabel *Responsiveness* dan *Tangible* dengan kepuasan pasien di PMB Rizkiyah S.Keb Tangerang Selatan.

**Kata Kunci :** Faktor, Kepuasan Pasien  
Ngudi Waluyo University  
Midwifery Study Program, Faculty of Health Sciences  
Final Project, January 2024  
Umi Nurlistiani  
152221097

**FACTORS ASSOCIATED WITH ANC PATIENT SATISFACTION WITH  
HEALTH SERVICES  
AT PMB RIZKIYAH S.KEB SOUTH TANGERANG**

**ABSTRACT**

**Background:** Patient satisfaction is the difference between expectations and performance felt by patients on service quality, officer performance, other services that are part of the midwife practice service process. Based on the results of a preliminary study conducted at PMB Rizkiyah S.Keb South Tangerang, there was a decrease in the number of ANC patient visits, in 2021 the number of ANC patient visits was 1,426, while in 2022 the number of patient visits decreased to 1,315. This study aims to determine the factors associated with ANC patient satisfaction with health services at PMB Rizkiyah S.Keb South Tangerang.

**Methods:** The type of research used quantitative research with an analytic survey approach with a cross-sectional design. The study population was the visit of pregnant women at PMB Rizkiyah S.Keb South Tangerang in May-June 2023 and the sampling technique used quota sampling of 50 people. Data collection using google form. Data analysis was univariate and bivariate using the chi square test.

**Results:** In the Responsiveness dimension, 29 (58%) respondents stated that they were good and 21 (42%) respondents were not good. In the Tangible dimension, 28 (56%) respondents stated that they were complete and 22 (44%) respondents stated that they were incomplete. The relationship between Responsiveness and patient satisfaction shows 24 respondents (48%) stated that they were satisfied and 5 respondents (10%) stated that they were not satisfied with a good level of satisfaction with the service, and 3 respondents (6%) stated that they were satisfied and there were 18 (36%) respondents stated that they were not satisfied with the level of feeling less about the service. The relationship between Tangible and patient satisfaction shows 24 respondents (48%) stated that they were satisfied and 4 respondents (8%) stated that they were not satisfied with the level of satisfaction with the service, and 3 respondents (6%) stated that they were satisfied and there were 19 (28%) respondents stated that they were not satisfied with the level of feeling less about the service. The relationship between Tangible and patient satisfaction shows 24 respondents (48%) stated that they were satisfied and 4 respondents (8%) stated that they were not satisfied with a good level of satisfaction with the service, and 3 respondents (6%) stated that they were satisfied and there were 19 (28%) respondents stated that they were not satisfied with the level of feeling less about the service.

19 (28%) respondents expressed dissatisfaction with the level of feeling less about the service. The results of the chi square statistical test obtained  $p$  value  $< \alpha$

*(0.05) indicate that  $H_a$  is accepted.*

***Conclusion:*** *There is a relationship between responsiveness and tangible variables with patient satisfaction at PMB Rizkiyah S.Keb South Tangerang.*

***Keywords:*** *Factors, Patient Satisfaction*