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GAMBARAN KEPUASAN PASIEN TERHADAP PELAYANAN PERSALINAN DI KLINIK IBNU SINA RAPAK

ABSTRAK

Latar Belakang: Kepuasan pelanggan atau konsumen adalah suatu hasil respon konsumen terhadap produk yang dia terima dibandingkan dengan harapannya. Kepuasan pelanggan dapat dicapai apabila kinerja atau kenyataan yang diterima oleh pelanggan sesuai dengan atau melebihi harapannya. Unsur kepuasan terdiri dari lima dimensi pokok yang dikenal dengan *SERQUAL* (*service quality*) yaitu bukti fisik (*tangibles*), keandalan (*reliability*), daya tanggap (*responsiveness*), jaminan (*assurance*) dan empati (*empathy*). Jumlah persalinan di Klinik Ibnu Sina Rapak pada tahun 2020 sebanyak 272 orang, tahun 2021 sebanyak 199 orang, tahun 2022 sebanyak 169 orang dan tahun periode Januari-Agustus 2023 sebanyak 107 orang. Penelitian ini bertujuan untuk mengetahui gambaran kepuasan pasien terhadap pelayanan persalinan di Klinik Ibnu Sina Rapak.

Metode: Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan desain penelitian deskriptif. Populasi penelitian adalah seluruh ibu yang bersalin di Klinik Ibnu Sina Rapak dan teknik pengambilan sampel menggunakan *accidental sampling* sebanyak 35 orang. Pengumpulan data menggunakan lembar kuesioner. Analisis data adalah analisis univariat menggunakan distribusi frekuensi persentase.

Hasil: Analisis univariat menunjukkan bahwa gambaran kepuasan pasien terhadap pelayanan persalinan di Klinik Ibnu Sina Rapak dengan kategori puas yaitu 20 orang (57,1%) dan kategori tidak puas yaitu 15 orang (42,9%).

Simpulan: Dari penelitian ini dapat ditarik kesimpulan bahwa mayoritas responden merasa puas terhadap pelayanan persalinan. Diharapkan Klinik Ibnu Sina Rapak dapat meningkatkan supervisi terhadap pelayanan persalinan yang diberikan oleh bidan.

Kata Kunci: Kepuasan, Pelayanan Persalinan.

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THE DESCRIPTION OF PATIENT SATISFACTION WITH MATERNITY SERVICES AT THE IBNU SINA CLINIC

ABSTRACT

Background: Customer or consumer satisfaction is a result of the consumer's response to the product he received compared to his expectations. Customer satisfaction can be achieved if the performance or reality received by the customer matches or exceeds his expectations. The element of satisfaction consists of five main dimensions known as *SERQUAL* (service quality), namely physical evidence (tangibles), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and empathy (empathy). The number of births at the Ibnu Sina Clinic in 2020 was 272; in 2021, there were 199; in 2022, there were 169; and in the January–August 2023 period, there were 107. This study aims to determine the description of patient satisfaction with maternity services at the Ibnu Sina Clinic.

Method: The type of research used is quantitative research with a descriptive research design. The research population was all mothers giving birth at the Ibnu Sina Clinic, and the sampling technique used was accidental sampling with as many as 35 people. Data collection uses a questionnaire sheet. Data analysis is a univariate analysis using a percentage frequency distribution.

Results: Univariate analysis shows that the description of patient satisfaction with maternity services at the Ibnu Sina Clinic is in the satisfied category, namely 20 people (57.1%), and the dissatisfied category, namely 15 people (42.9%).

Conclusion: From this research, it can be concluded that the majority of respondents were satisfied with delivery services. It is hoped that the Ibnu Sina Clinic can improve the supervision of birth services provided by midwives.

Keywords: Satisfaction, Maternity Services.