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HUBUNGAN MUTU PELAYANAN BIDAN TERHADAP KEPUASAN PASIEN DI RUANG BERSALIN RUMAH SAKIT KEN SARAS UNGERAN

ABSTRAK

Latar Belakang : Menjaga mutu pelayanan sangat penting dilakukan agar kepuasan pasien dapat tercapai dan pada tingkatan selanjutnya loyal terhadap rumah sakit, mengingat persaingan rumah sakit semakin kompetitif terutama untuk rumah sakit swasta yang sumber pendapatan utamanya adalah dari pasien. Kepuasan pasien sendiri menjadi indikator penting yang sering digunakan untuk menentukan kualitas layanan kesehatan. Pasien yang tidak puas tidak akan mencari layanan itu, walaupun layanan tersebut tersedia dan mudah didapatkan serta mudah dijangkau.

Tujuan penelitian ini untuk mengetahui hubungan mutu pelayanan bidan terhadap kepuasan pasien di ruang bersalin Rumah Sakit Ken Saras Ungaran.

Metode Penelitian : Metode yang dipakai dalam penelitian ini adalah metode penelitian survei dengan jenis penelitian korelasional. Populasi dalam penelitian ini yaitu semua pasien yang dirawat di ruang bersalin Rumah Sakit Ken Saras Ungaran pada di bulan Juli 2024. Metode sampling menggunakan metode *accidental sampling* dan diperoleh sampel 63 pasien. Data primer diperoleh dengan melakukan penyebaran Kuessioner yang di adop dari penelitian terdahulu yang sudah teruji validitas dan reliabilitasnya. Analisa bivariat dilakukan menggunakan uji *chi-square* yang di olah dengan program pengolahan data SPSS.

Hasil : Sebagian besar responden yang berpendapat bahwa mutu pelayanan kebidanan di ruang bersalin RS Ken Saras “Baik” sebanyak 47 orang (74,6%). Responden yang merasa puas dengan pelayanan di ruang bersalin RS Ken Saras sebanyak 37 orang (58,7%). Terdapat hubungan antara mutu pelayanan bidan terhadap kepuasan pasien di ruang bersalin Rumah Sakit Ken Saras Ungaran (p value 0,002).

Simpulan : Ada hubungan antara mutu pelayanan bidan terhadap kepuasan pasien di ruang bersalin Rumah Sakit Ken Saras Ungaran. Diharapkan kepada pihak Rumah Sakit untuk terus melanjutkan pemberian mutu pelayanan bidan yang berkualitas kepada pasien dan mengadakan evaluasi berkala terhadap pelayanan yang diberikan.

Kata Kunci : Mutu Pelayanan Bidan, Kepuasan Pasien, Ruang Bersalin

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**THE RELATIONSHIP BETWEEN THE QUALITY OF MIDWIFE
SERVICES AND PATIENT SATISFACTION IN THE DELIVERY ROOM
OF KEN SARAS UNGARAN HOSPITAL**

ABSTRACT

Background: Maintaining service quality is very important so that patient satisfaction can be achieved and at the next level loyal to the hospital, considering that hospital competition is increasingly competitive, especially for private hospitals whose main source of income is from patients. Patient satisfaction itself is an important indicator that is often used to determine the quality of health services. Dissatisfied patients will not seek that service, even though the service is available and easy to obtain and easy to reach.

The purpose of this study was to determine the relationship between the quality of midwife services and patient satisfaction in the delivery room of Ken Saras Ungaran Hospital.

Research Methods: The method used in this study is a survey research method with correlational research type. The population in this study were all patients admitted to the delivery room of Ken Saras Ungaran Hospital in July 2024. The sampling method used accidental sampling method and obtained a sample of 63 patients. Primary data was obtained by distributing questionnaires adopted from previous studies that have been tested for validity and reliability. Bivariate analysis was performed using the chi-square test which was processed with the SPSS data processing programme.

Results: Most of the respondents who thought that the quality of midwifery services in the delivery room of Ken Saras Hospital was 'Good' as many as 47 people (74.6%). Respondents who were satisfied with the service in the delivery room of Ken Saras Hospital were 37 people (58.7%). There is a relationship between the quality of midwifery services and patient satisfaction in the delivery room of Ken Saras Ungaran Hospital (p value 0.002).

Conclusion: There is a relationship between the quality of midwife service and patient satisfaction in the delivery room of Ken Saras Ungaran Hospital. It is hoped that the hospital will continue to provide quality midwife services to patients and conduct periodic evaluations of the services provided.

Keywords: Quality of Midwife Service, Patient Satisfaction, Delivery Room