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**GAMBARAN KEPUASAN PASIEN TERHADAP PELAYANAN KB DI  
KLINIK IBNU SINA KM 7 BALIKPAPAN  
(xvii + 71 halaman + 15 tabel + 2 bagan + 6 lampiran)**

**ABSTRAK**

**Latar Belakang :** Pertumbuhan penduduk yang besar dapat diatasi dengan program KB, berbagai pilihan alat kontrasepsi KB dapat didapatkan di Puskesmas ataupun tempat pelayanan kesehatan salah satunya klinik Ibnu Sina Km 7 Balikpapan, berdasarkan data terdapat penurunan kunjungan KB sejak tahun 2019 sampai tahun 2023 sebesar 45%, kunjungan akseptor KB ke Klinik dipengaruhi oleh kepuasan terhadap pelayanan KB yang terdiri aspek *reliability*, *assurance*, *tangible*, *emphaty* dan *responsiveness*.

**Tujuan penelitian :** Mengidentifikasi gambaran kepuasan pasien terhadap pelayanan KB berdasarkan *reliability*, *assurance*, *tangible*, *emphaty* dan *responsiveness* di klinik Ibnu Sina Km 7 Balikpapan.

**Metode Penelitian :** Pada metode penelitian ini menggunakan metode penelitian *deskriptif*. Populasi dalam penelitian ini seluruh akseptor KB yang berkunjung ke Klinik Ibnu Sina Balikpapan periode bulan Maret-Mei 2024 yaitu sebanyak 150 orang. Teknik sampling menggunakan *Purposive Sampling* dengan jumlah sampel sebanyak 109 responden. Analisis data dengan distribusi frekuensi dan presentase dari masing-masing variabel.

**Hasil Penelitian :** Gambaran kepuasan pasien terhadap pelayanan KB berdasarkan *reliability* sebanyak 56,9% merasa puas, gambaran kepuasan pasien terhadap pelayanan KB berdasarkan *assurance* sebanyak 68,8% merasa puas. Gambaran kepuasan pasien terhadap pelayanan KB berdasarkan *tangible* sebanyak 56,9% merasa puas. Gambaran kepuasan pasien terhadap pelayanan KB berdasarkan *emphaty* sebanyak 65,1% merasa sangat puas. Gambaran kepuasan pasien terhadap pelayanan KB berdasarkan *responsiveness* sebanyak 57,8% merasa puas.

**Simpulan :** kepuasan pasien secara keseluruhan merasa puas dengan pelayanan KB berdasarkan aspek *reliability*, *assurance*, *tangible* dan aspek *emphaty* sangat puas.

**Kata kunci :** Kepuasan Pasien, Pelayanan KB

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**OVERVIEW OF PATIENT SATISFACTION WITH FP SERVICES AT  
IBNU SINA CLINIC KM 7 BALIKPAPAN  
(xvii + 99 pages + 15 tables + 2 charts + 6 appendices)**

**ABSTRACT**

**Background:** Large population growth can be overcome with a family planning program, various choices of family planning contraceptives can be obtained at the Health Center or health service facilities, one of which is the Ibnu Sina Km 7 Balikpapan clinic, Based on the data, there was a decrease in family planning visits from 2019 to 2023 of 45%, visits by family planning acceptors to the clinic are influenced by satisfaction with family planning services consisting of aspects of reliability, assurance, tangible, empathy and responsiveness.

**Research objectives:** To identify the picture of patient satisfaction with family planning services based on reliability, assurance, tangible, empathy and responsiveness at the Ibnu Sina Km 7 Balikpapan clinic.

**Research Method:** This research method uses a descriptive research method. The population in this study were all family planning acceptors who visited the Ibnu Sina Balikpapan Clinic in the period March-May 2024, which was 150 people. The sampling technique used Purposive Sampling with a sample size of 109 respondents. Data analysis with frequency distribution and percentage of each variable.

**Research Results:** The description of patient satisfaction with family planning services based on reliability is 56.9% satisfied, the description of patient satisfaction with family planning services based on assurance is 68.8% satisfied. The description of patient satisfaction with family planning services based on tangible is 56.9% satisfied. The description of patient satisfaction with family planning services based on empathy is 65.1% very satisfied. The description of patient satisfaction with family planning services based on responsiveness is 57.8% satisfied.

**Conclusion:** Overall patient satisfaction is satisfied with family planning services based on aspects of reliability, assurance, tangible and empathy are very satisfied..

**Keywords:** Patient Satisfaction, Family Planning Services