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TINGKAT KEPUASAN DAN PERSEPSI PASIEN TERHADAP MUTU PELAYANAN KEBIDANAN DI RUMAH SAKIT PELABUHAN CIREBON

ABSTRAK

Latar Belakang: Pelayanan kebidanan harus diberikan sesuai standar yang mengacu pada semua persyaratan kualitas pelayanan. Pelayanan kebidanan yang berkualitas merupakan layanan kebidanan yang mampu memenuhi kepuasan setiap pengguna. Hasil studi pendahuluan yang dilakukan di Rumah Sakit Pelabuhan Cirebon menemukan bahwa terjadi penurunan kunjungan pasien di Kamar Bersalin pada tahun 2020 sampai 2022 dan beberapa pasien menyampaikan tentang pelayanan yang diberikan belum sesuai dengan persepsi layanan yang berkualitas menurut pasien. Penelitian ini bertujuan menggambarkan kepuasan dan persepsi pasien terhadap mutu pelayanan kebidanan di Rumah Sakit Pelabuhan Cirebon

Metode: Jenis penelitian yang digunakan adalah penelitian survey dengan desain penelitian deskriptif kuantitatif. Populasi penelitian adalah seluruh pasien rawat inap kebidanan di Rumah Sakit Pelabuhan Cirebon dan teknik pengambilan sampel menggunakan *total sampling* sebanyak 85 orang. Pengumpulan data menggunakan kuesioner melalui *google form*. Analisis data adalah analisis univariat menggunakan distribusi frekuensi.

Hasil: Analisis univariat menunjukkan bahwa gambaran kepuasan pasien terhadap mutu pelayanan kebidanan di Rumah Sakit Pelabuhan Cirebon dengan kategori puas yaitu 50 orang (58,8%) dan kategori kurang puas yaitu 35 orang (41,2%). Gambaran persepsi pasien terhadap mutu pelayanan kebidanan di Rumah Sakit Pelabuhan Cirebon dengan kategori baik yaitu 48 orang (56,5%) dan kategori kurang yaitu 37 orang (43,5%).

Simpulan: Dari penelitian ini dapat ditarik kesimpulan bahwa mayoritas responden menyatakan puas dan persepsi yang baik terhadap mutu pelayanan kebidanan di Rumah Sakit Pelabuhan Cirebon, diharapkan Rumah Sakit Pelabuhan Cirebon lebih meningkatkan kualitas mutu pelayanan kesehatan terutama pelayanan kebidanan sehingga pelayanan yang diberikan sesuai dengan kebutuhan dan harapan pasien.

Kata Kunci: Kepuasan, Persepsi, Mutu Pelayanan Kebidanan.

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**LEVEL OF PATIENT SATISFACTION AND PERCEPTIONS OF THE
QUALITY OF MIDWIFERY SERVICES AT PELABUHAN CIREBON
HOSPITAL**

ABSTRACT

Background: Midwifery services must be provided according to standards that refer to all service quality requirements. Quality midwifery services are midwifery services that are able to meet the satisfaction of every user. The results of a preliminary study conducted at Cirebon Harbor Hospital found that there was a decrease in patient visits to the Maternity Room from 2020 to 2022 and several patients reported that the services provided were not in accordance with the patient's perception of quality services. This study aims to describe level of patient satisfaction and perceptions of the quality of midwifery services at Cirebon Harbor Hospital.

Method: The type of research used is survey research with a quantitative descriptive research design. The research population was all obstetric inpatients at Cirebon Harbor Hospital and the sampling technique used a total sampling of 85 people. Data collection uses a questionnaire with google form. Data analysis is univariate analysis using frequency distribution.

Results: Univariate analysis shows that the description of level of patient satisfaction with the quality of midwifery services at Cirebon Harbor Hospital is in the satisfied category, namely 50 people (58.8%) and in the less satisfied category, namely 35 people (41.2%). Description of patient perceptions of the quality of midwifery services at Cirebon Harbor Hospital in the good category, namely 48 people (56.5%) and the poor category, namely 37 people (43.5%).

Conclusion: From this research it can be concluded that the majority of respondents expressed satisfaction and had a good perception of the quality of midwifery services at Cirebon Harbor Hospital. It is hoped that Cirebon Harbor Hospital will further improve the quality of health services, especially midwifery services so that the services provided are in line with patient needs and expectations.

Keywords: Satisfaction, Perception, Quality of Midwifery Services.