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HUBUNGAN PERSEPSI MUTU PELAYANAN DENGAN MINAT KUNJUNGAN ULANG PASIEN DI KLINIK WAHYU MEDIKA

ABSTRAK

Latar Belakang: Mutu pelayanan kesehatan adalah pelayanan kesehatan yang dapat memuaskan setiap pemakai jasa pelayanan kesehatan yang sesuai dengan tingkat kepuasan masyarakat. Pelayanan yang baik dapat meningkatkan minat pasien untuk melakukan kunjungan ulang. Berdasarkan hasil studi pendahuluan yang dilakukan di Klinik Wahyu Medika didapatkan data jumlah kunjungan pasien pada periode Januari-Agustus 2024 sebanyak 8.254 orang. Target angka kunjungan pasien dirumuskan di awal tahun 2024 yaitu 1200/bulan dengan rata-rata perharinya 40 pasien, hal ini menunjukkan kunjungan pasien tidak memenuhi target. Skor survey kepuasan pasien yang dilakukan Klinik Wahyu Medika diperoleh 60% menyatakan puas dan 40% menyatakan kurang puas. Penelitian ini bertujuan untuk mengetahui hubungan persepsi mutu pelayanan dengan minat kunjungan ulang pasien di Klinik Wahyu Medika.

Metode: Jenis penelitian menggunakan metode kuantitatif melalui desain analitik korelasional dengan pendekatan *cross-sectional*. Populasi pada penelitian ini adalah seluruh pasien di Klinik Wahyu Medika periode bulan Desember 2024 sebanyak 1.030 orang dan teknik pengambilan sampel menggunakan *accidental sampling* sebanyak 97 orang. Pengumpulan data menggunakan lembar kuesioner. Analisis data adalah analisis univariat menggunakan persentase dan analisis bivariat menggunakan uji *chi square* (χ^2).

Hasil: Gambaran persepsi mutu pelayanan pasien di Klinik Wahyu Medika dengan kategori baik yaitu 49 orang (50,5%) dan kategori kurang yaitu 48 orang (49,5%). Gambaran minat kunjungan ulang pasien di Klinik Wahyu Medika dengan kategori berminat yaitu 61 orang (62,9%) dan kategori tidak berminat yaitu 36 orang (37,1%). Hasil uji statistik *chi square* (χ^2) diperoleh *p value* (0,000) < α (0,05) menunjukkan bahwa H_a diterima.

Simpulan: Terdapat hubungan antara persepsi mutu pelayanan dengan minat kunjungan ulang pasien di Klinik Wahyu Medika.

Kata Kunci: Persepsi Mutu Pelayanan, Minat Kunjungan Ulang

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**THE RELATIONSHIP BETWEEN PERCEPTIONS OF SERVICE QUALITY
AND PATIENT'S RE-VISIT INTEREST AT THE WAHYU MEDIKA CLINIC**

ABSTRACT

Background: Quality of health services is a health service that can satisfy every user of health services in accordance with the level of community satisfaction. Good service can increase patient interest in making repeat visits. Based on the results of a preliminary study conducted at the Wahyu Medika Clinic, data on the number of patient visits in the period January-August 2024 were 8,254 people. The target number of patient visits was formulated at the beginning of 2024, namely 1200/month with an average of 40 patients per day, this shows that patient visits do not meet the target. The patient satisfaction survey score conducted by the Wahyu Medika Clinic was obtained; 60% stated that they were satisfied, and 40% stated that they were less satisfied. This study aims to determine the relationship between perceptions of service quality and patient's re-visit interest at the Wahyu Medika Clinic.

Method: This type of research uses quantitative method through correlational analytical design with a cross-sectional approach. The population in this study was all patients at the Wahyu Medika Clinic in Desember 2024, totaling 1,030 people, and the sampling technique used accidental sampling of 97 people. Data collection used a questionnaire sheet. Data analysis was univariate analysis using percentages and bivariate analysis using the chi-square test (χ^2).

Results: Description of patient service quality perception at the Wahyu Medika Clinic with a good category of 49 people (50.5%) and a less than good category of 48 people (49.5%). Description of patient's re-visit interest at Wahyu Medika Clinic with the interested category, namely 61 people (62.9%), and the not interested category, namely 36 people (37.1%). The results of the chi-square statistical test (χ^2) obtained a p value ($0.000 < \alpha (0.05)$), indicating that H_a is accepted.

Conclusion: There is a relationship between perception of service quality and a patient's re-visit interest at Wahyu Medika Clinic.

Keywords: Perception of Service Quality, Re-visit Interest