

Universitas Ngudi Waluyo Ungaran Fakultas Kesehatan
Program Studi S1 Keperawatan
Skripsi, 7 Agustus 2025
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HUBUNGAN KUALITAS PELAYANAN KESEHATAN TERHADAP TINGKAT KEPUASAN PASIEN HIPERTENSI DI POSYANDU MARGO MULYO

ABSTRAK

Latar Belakang: Kualitas pelayanan kesehatan di Posyandu menjadi faktor penting dalam menentukan tingkat kepuasan pasien, khususnya bagi penderita penyakit kronis seperti hipertensi yang membutuhkan pelayanan berkelanjutan. Kepuasan pasien dapat mencerminkan seberapa baik pelayanan yang diberikan dalam memenuhi harapan masyarakat. Penelitian ini bertujuan untuk menggambarkan kualitas pelayanan dan tingkat kepuasan pasien hipertensi serta menguji hubungan antara keduanya di Posyandu Margo Mulyo.

Metode Penelitian: Penelitian ini menggunakan pendekatan kuantitatif dengan desain deskriptif korelasional. Data dikumpulkan melalui dua kuesioner terstruktur yang diadaptasi dari model SERVQUAL dan indikator kepuasan layanan, dengan skala Likert 4 poin. Sebanyak 60 responden pasien hipertensi di Posyandu Margo Mulyo terlibat dalam penelitian ini.

Hasil Penelitian: Sebanyak 55% responden menilai kualitas pelayanan di Posyandu Margo Mulyo dalam kategori baik, khususnya pada aspek prosedur pelayanan (76,7%), komunikasi petugas (68,3%), dan kenyamanan fasilitas (71,7%). Tingkat kepuasan pasien hipertensi menunjukkan bahwa 46,7% responden merasa puas dan 53,3% cukup puas terhadap pelayanan yang diterima. Hasil uji Chi-Square menunjukkan adanya hubungan yang signifikan antara kualitas pelayanan dan tingkat kepuasan pasien hipertensi ($p < 0,004$).

Kesimpulan: Penelitian ini menyimpulkan bahwa sebagian besar pasien hipertensi merasa puas terhadap pelayanan di Posyandu Margo Mulyo, dan terdapat hubungan yang signifikan antara kualitas pelayanan dengan tingkat kepuasan pasien. Hal ini menegaskan pentingnya peningkatan kualitas layanan sebagai upaya untuk mendorong kepuasan dan partisipasi pasien dalam layanan kesehatan primer.

Kata Kunci: Kualitas Pelayanan, Kepuasan Pasien, Hipertensi, Posyandu, SERVQUAL

Kepustakaan: 20

Ngudi Waluyo University Ungaran
Faculty of Health Sciences
Bachelor of Nursing Program
Thesis, August 7, 2025
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**THE RELATIONSHIP BETWEEN HEALTH SERVICE QUALITY AND
THE SATISFACTION LEVEL OF HYPERTENSION PATIENTS AT
POSYANDU MARGO MULYO**

ABSTRACT

Background: The quality of health services at *Posyandu* (Integrated Health Post) plays a crucial role in determining patient satisfaction, particularly among individuals with chronic conditions such as hypertension who require ongoing care. Patient satisfaction reflects how well services meet public expectations. This study aims to describe the quality of services and the level of satisfaction among hypertension patients, as well as to examine the relationship between these variables at Posyandu Margo Mulyo.

Methods: This study employed a quantitative approach with a descriptive correlational design. Data were collected from 60 hypertension patients using two structured questionnaires adapted from the SERVQUAL model and service satisfaction indicators, utilizing a 4-point Likert scale.

Results: A total of 55% of respondents rated the service quality at Posyandu Margo Mulyo as good, particularly in terms of service procedures (76.7%), staff communication (68.3%), and facility comfort (71.7%). Regarding satisfaction, 46.7% of respondents reported being satisfied, while 53.3% were moderately satisfied. The Chi-Square test results indicated a significant relationship between service quality and patient satisfaction levels ($p < 0.004$).

Conclusion: This study concludes that most hypertension patients are satisfied with the services at Posyandu Margo Mulyo, and a significant relationship exists between service quality and patient satisfaction. These findings highlight the importance of improving service quality to enhance patient satisfaction and participation in primary health care services.

Keywords: *Service Quality, Patient Satisfaction, Hypertension, Posyandu, SERVQUAL*

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