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# GAMBARAN KEPUASAN MASYARAKAT TERHADAP PELAYANAN KESEHATAN DI RSUD AKHMAD BERAHIM KABUPATEN TANA TIDUNG

## ABSTRAK

**Latar Belakang:** Pelayanan kesehatan merupakan salah satu bentuk pelayanan publik yang harus diberikan secara optimal kepada masyarakat. Tingkat kepuasan masyarakat menjadi salah satu indikator penting dalam menilai mutu pelayanan di rumah sakit. Kepuasan pasien tidak hanya dipengaruhi oleh hasil pelayanan medis, tetapi juga oleh faktor-faktor non medis seperti perilaku petugas, ketepatan waktu, biaya, serta ketersediaan sarana dan prasarana.

**Tujuan:** Mengetahui gambaran tingkat kepuasan masyarakat terhadap pelayanan kesehatan di RSUD Akhmad Berahim.

**Metode Penelitian:** Penelitian ini menggunakan metode deskriptif kuantitatif dengan pendekatan survei. Populasi penelitian adalah seluruh pasien di RSUD Akhmad Berahim dengan jumlah sampel ditentukan menggunakan tabel Krejcie dan Morgan, sebanyak 278 responden. Teknik pengambilan sampel menggunakan accidental sampling, yaitu siapa saja yang secara kebetulan datang dan memenuhi kriteria inklusi. Data dikumpulkan menggunakan kuesioner standar survei kepuasan masyarakat (SKM) dari PermenPANRB, kemudian dianalisis secara univariat dan dihitung menggunakan Indeks Kepuasan Masyarakat (IKM).

**Hasil:** Hasil penelitian menunjukkan bahwa nilai Indeks Kepuasan Masyarakat (IKM) di RSUD Akhmad Berahim sebesar 80,43, yang termasuk dalam kategori "Baik" (Mutu Pelayanan B). Unsur pelayanan dengan nilai tertinggi adalah Kesesuaian Persyaratan (rata-rata 3,48), menunjukkan bahwa persyaratan administrasi pelayanan dinilai jelas, mudah dipahami, dan tidak memberatkan masyarakat. Sementara unsur dengan nilai terendah adalah Kualitas Sarana dan Prasarana (rata-rata 3,00), yang berarti bahwa fasilitas fisik pelayanan masih perlu ditingkatkan. Secara umum, masyarakat merasa puas terhadap pelayanan rumah sakit, meskipun masih diperlukan upaya peningkatan berkelanjutan agar mutu pelayanan meningkat menjadi kategori "Sangat Baik".

**Kesimpulan:** Pelayanan di RSUD Akhmad Berahim telah berjalan dengan baik dan memenuhi sebagian besar indikator pelayanan publik, tetapi perlu perbaikan berkelanjutan dalam aspek waktu pelayanan dan sarana prasarana untuk meningkatkan kepuasan masyarakat secara menyeluruh.

**Kata Kunci: Kepuasan masyarakat, pelayanan kesehatan, rumah sakit.**

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## *AN OVERVIEW OF COMMUNITY SATISFACTION WITH HEALTH SERVICES AT RSUD AKHMAD BERAHIM KABUPATEN TANA TIDUNG*

### *ABSTRACT*

***Background:*** *Health services are one form of public service that must be provided optimally to the community. The level of public satisfaction is one of the important indicators in assessing the quality of hospital services. Patient satisfaction is influenced not only by the outcomes of medical services but also by non-medical factors such as staff behavior, timeliness, costs, and the availability of facilities and infrastructure.*

***Objective:*** *To determine an overview of the level of public satisfaction with health services at RSUD Akhmad Berahim.*

***Methods:*** *This study used a descriptive quantitative method with a survey approach. The study population consisted of all patients at Akhmad Berahim Regional General Hospital, with the sample size determined using the Krejcie and Morgan table, totaling 278 respondents. The sampling technique used was accidental sampling, meaning anyone who happened to come and met the inclusion criteria was included as a respondent. Data were collected using the standard Public Satisfaction Survey (SKM) questionnaire based on the Regulation of the Ministry for Administrative and Bureaucratic Reform (PermenPANRB) and were analyzed univariately and calculated using the Community Satisfaction Index (IKM).*

***Results:*** *The results of the study indicate that the Community Satisfaction Index (CSI) at RSUD Akhmad Berahim is 80.43, which falls into the "Good" category (Service Quality B). The service element with the highest score is Service Requirements (average score of 3.48), indicating that administrative requirements are considered clear, easy to understand, and not burdensome for the community. Meanwhile, the service element with the lowest score is Facilities and Infrastructure Quality (average score of 3.00), suggesting that physical service facilities still need improvement. Overall, the community is generally satisfied with the hospital's services; however, continuous improvement efforts are still required to enhance service quality to the "Very Good" category.*

***Conclusion:*** *Services at RSUD Akhmad Berahim have generally been delivered well and have met most public service indicators; however, continuous improvements are still needed in terms of service time efficiency and facilities and infrastructure to enhance overall community satisfaction.*

***Keywords: Public satisfaction, health services, hospital.***