

ABSTRAK

Latar Belakang: Masalah yang sering dihadapi oleh instansi kesehatan secara umum adalah belum mampu memberikan suatu pelayanan yang benar-benar diharapkan oleh pasien. Setiap rumah sakit perlu untuk mengadakan pengukuran kepuasan pasien yang berguna untuk evaluasi tentang kualitas pelayanan. Pasien pada umumnya akan menilai rumah sakit dari pertama masuk hingga pasien keluar atau selesai pelayanan. Evaluasi tingkat kepuasan pasien ini di Rumah Sakit At-Turots Al-Islamy masih jarang dilaksanakan, karena pentingnya kepuasan pasien pada pelayanan rawat jalan untuk meningkatkan kualitas pelayanan maka perlu diadakan survei tingkat kepuasan pasien.

Tujuan: Penelitian ini bertujuan untuk mengetahui karakteristik pasien rawat jalan, tingkat kepuasan pasien terhadap pelayanan rawat jalan, mendeskripsikan rata-rata kepuasan pasien berdasarkan lima dimensi pelayanan, menghitung tingkat kesesuaian antara harapan dan kenyataan kepuasan pasien berdasarkan lima dimensi pelayanan, dan menghitung tingkat kepuasan pasien menggunakan *Customer Satisfaction Index (CSI)*.

Metode: Jenis penelitian yang digunakan dalam penelitian ini adalah deskriptif kuantitatif dan rancangan *cross sectional*. Populasi penelitian ini adalah pasien rawat jalan di Rumah Sakit At-Turots Al-Islamy. Jumlah sampel sebanyak 100 responden menggunakan *incidental sampling*. Teknik pengambilan data menggunakan kuesioner dan observasi. Penelitian ini dilakukan di Rumah Sakit At-Turots Al-Islamy.

Hasil: Karakteristik usia didominasi pasien berumur 36-45 tahun sebanyak 26 responden, karakteristik jenis kelamin didominasi oleh perempuan sebanyak 69 responden, pendidikan terakhir terbanyak memiliki pendidikan terakhir SMA sebanyak 58 responden, dan pekerjaan mayoritas memiliki pekerjaan lain-lain sebanyak 35 responden. Berdasarkan 100 sampel yang diambil, sebagian besar responden menyatakan puas pada semua item disetiap dimensi, namun tingkat kepuasan tertinggi ada pada dimensi *tangibles* item kebersihan di ruang tunggu sebanyak 64 responden menyatakan puas. Nilai rata-rata kepuasan pasien didapatkan hasil sangat puas disemua item pada dimensi *reliability*, *responsiveness*, dan *empathy*. Pada dimensi *tangibles*, pasien merasa sangat puas pada 3 item dan merasa puas pada 2 item. Untuk dimensi *assurance* pasien merasa puas pada semua item. Rata-rata tingkat kesesuaian dari kelima dimensi yaitu sebesar 89,97% termasuk ke dalam kategori sesuai. Nilai rata-rata tingkat kepuasan berdasarkan *Customer Satisfaction Index (CSI)* diperoleh hasil sebesar 81,16% termasuk dalam kategori sangat puas.

Kesimpulan: Sebagian besar pasien merasa puas terhadap pelayanan rawat jalan di Rumah Sakit At-Turots Al-Islamy. Meskipun masih terdapat beberapa item yang menyatakan pasien merasa tidak puas, sehingga rumah sakit perlu memperbaiki dan meningkatkan kualitas pelayanan pada dimensi *tangibles* dan *assurance* yang belum memenuhi harapan pasien.

Kata Kunci: Kepuasan pasien, *customer satisfaction index*, tingkat kesesuaian, mutu pelayanan kesehatan

ABSTRACT

Background: *The problem often faced by health institutions in general is that they have not been able to provide the services that patients really expect. Every hospital needs to measure patient satisfaction which is useful for evaluating service quality. Patients will generally assess the hospital from the first time they enter until the patient leaves or finishes the service. Evaluation of the level of patient satisfaction at At-Turots Al-Islamy Hospital is rarely carried out. The importance of patient satisfaction in outpatient services is to improve the quality of service, so it is necessary to conduct a patient satisfaction level survey.*

Objective: *This study aims to determine the characteristics of outpatients, the level of patient satisfaction with outpatient services, describe the average patient satisfaction based on five dimensions of service, calculate the level of conformity between expectations and reality of patient satisfaction based on five dimensions of service, and calculate the level of patient satisfaction using Customer Satisfaction Index (CSI).*

Method: *The type of research used in this research is quantitative descriptive and cross sectional design. The population of this study were outpatients at the At-Turots Al-Islamy Hospital. The total sample was 100 respondents using incidental sampling. Data collection techniques use questionnaires and observation. This research was conducted at At-Turots Al-Islamy Hospital.*

Results: *The age characteristics are dominated by patients aged 36-45 years as much as 26 respondents, the gender characteristics are dominated by women as much as 69 respondents, the most recent education is high school as much as 58 respondents, and the majority of occupations are other jobs as much as 35 respondents. Based on 100 samples taken, the majority of respondent expressed satisfaction with all items in each dimension, however the highest level of satisfaction was in the tangibles dimension of cleanliness items in the waiting room with 64 respondents stating they were satisfied. The average value of patient satisfaction was very satisfied with all items in the dimensions of reliability, responsiveness, and empathy. In the tangibles dimension, patients felt very satisfied with three items and satisfied with two items. For the assurance dimension, patients were satisfied with all items. The average level of conformity of the five dimensions is 89,97%, which is included in the appropriate category. The average satisfaction level value based on the Customer Satisfaction Index (CSI) was 81,16%, which is in the very good category.*

Conclusion: *Most patients are satisfied with the outpatient services at AT-Turots AL-ISlamy Hospital. Although there are still several items that state that patients are dissatisfied, hospitals need to improve and increase the quality of service in the tangibles and assurance dimensions which have not met patient expectations.*

Keywords: *Patient satisfaction, customer satisfaction index, level of conformity, quality of health services.*