HUBUNGAN ANTARA FAKTOR SOSIODEMOGRAFI DENGAN PERSEPSI PASIEN TERHADAP KUALITAS PELAYANAN KONSERVASI GIGI PADA ERA ADAPTASI KEBIASAAN BARU PANDEMI COVID-19 DI KLINIK SPESIALISTIK RSGM UGM PROF. SOEDOMO YOGYAKARTA

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INTISARI

Latar Belakang: Kebutuhan masyarakat terhadap pelayanan konservasi gigi di Indonesia yang semakin meningkat terutama di masa peralihan COVID-19, mendorong perlu adanya perubahan yang dilakukan oleh dokter gigi untuk melakukan pencegahan dan pengendalian COVID-19 dalam merawat dan menunjang kondisi pasien yang memiliki berbagai masalah di bidang konservasi gigi. Faktor sosiodemografi menjadi dasar terbentuknya persepsi pasien terhadap kualitas pelayanan. Penelitian ini bertujuan untuk mengetahui hubungan antara faktor sosiodemografi dengan persepsi pasien terhadap kualitas pelayanan konservasi gigi pada era adaptasi kebiasaan baru pandemi COVID-19 di Klinik Spesialistik RSGM UGM Prof. Soedomo Yogyakarta.

Metode Penelitian: Jenis penelitian ini adalah observasional analitik dengan rancangan penelitian *cross-sectional study*. Metode pengambilan sampel menggunakan *Purposive Sampling*. Subjek penelitian terdiri dari 30 pasien di Klinik Spesialistik RSGM UGM Prof. Soedomo Yogyakarta. Subjek penelitian diminta untuk mengisi lembar kuesioner. Analisis data dilakukan dengan uji korelasi *point biserial* dan *spearman* karena data tidak berdistribusi normal dan data terdiri dari skala kategorikal dan numerik.

Hasil: Hasil penelitian menunjukkan bahwa hubungan antara faktor sosiodemografi dengan persepsi pasien terhadap kualitas pelayanan konservasi gigi pada era adaptasi kebiasaan baru pandemi COVID-19 di Klinik Spesialistik RSGM UGM Prof. Soedomo Yogyakarta tergolong tinggi yaitu sebesar 93,3%. Hasil uji korelasi *point biserial* tidak terdapat korelasi yang signifikan antara jenis kelamin dan jenis pekerjaan masing-masing terhadap persepsi pasien (p=-0,200; p=0,232). Hasil uji korelasi *spearman* tidak terdapat korelasi yang signifikan antara usia dan tingkat pendidikan masing-masing terhadap persepsi pasien (p=0,124; p=0,272).

Kesimpulan: Faktor sosiodemografi seperti usia, jenis kelamin, tingkat pendidikan dan jenis pekerjaan tidak memengaruhi persepsi pasien terhadap kualitas pelayanan konservasi gigi pada era adaptasi kebiasaan baru pandemi COVID-19 di Klinik Spesialistik RSGM UGM Prof. Soedomo Yogyakarta.

Kata Kunci: Kualitas pelayanan, hubungan, persepsi pasien, faktor sosiodemografi, adaptasi kebiasaan baru, COVID-19.

THE RELATIONSHIP BETWEEN SOCIODEMOGRAPHIC FACTORS AND PATIENT PERCEPTIONS OF CONSERVATIVE DENTISTRY'S QUALITY OF CARE DURING THE NEW NORMAL ADAPTATION ERA OF THE COVID-19 PANDEMIC AT RSGM UGM PROF. SOEDOMO'S DENTAL SPECIALIST CLINIC YOGYAKARTA

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ABSTRACT

Background: The increasing demand for dental conservation services in Indonesia, especially during the transition from the COVID-19 pandemic to the new normal adaptation era, has driven the need for changes in the practices of dentists to engage in preventive measures, detection, and response in the prevention and control of COVID-19 to care for and support patients with various dental conservation issues. Sociodemographic factors serve as the basis for patients' perceptions of service quality. This study aims to investigate the relationship between sociodemographic factors and patient perceptions of the quality of dental conservation services during the new normal adaptation era of the COVID-19 pandemic at the Specialist Clinic at RSGM UGM Prof. Soedomo Yogyakarta.

Research Method: This study employed an analytical observational design with a cross-sectional study. Purposive sampling was used to select 30 patients at the Specialist Clinic at RSGM UGM Prof. Soedomo Yogyakarta as research subjects. Research subjects were asked to complete questionnaires. Data analysis was performed using Point-Biserial and Spearman correlation tests because the data did not follow a normal distribution and consisted of categorical and numeric scales.

Results: The study results indicated a high relationship between sociodemographic factors and patient perceptions of the quality of dental conservation services during the new normal adaptation era of the COVID-19 pandemic at the Specialist Clinic at RSGM UGM Prof. Soedomo Yogyakarta, which was 93.3%. The Point-Biserial correlation test showed no significant correlation between gender and occupation with patient perceptions (p=-0.200; p=0.232). The Spearman correlation test revealed no significant correlation between age and educational level with patient perceptions (p=0.124; p=0.272).

Conclusion: Sociodemographic factors such as age, gender, educational level, and occupation do not influence patient perceptions of the quality of dental conservation services during the new normal adaptation era of the COVID-19 pandemic at the Specialist Clinic at RSGM UGM Prof. Soedomo Yogyakarta.

Keywords: Service quality, relationship, patient perceptions, sociodemographic factors, new normal, COVID-19.