

## ABSTRAK

**Latar Belakang:** Di pasar yang semakin kompetitif dari industri kesehatan, manajer kesehatan harus fokus pada pencapaian peringkat tinggi atau sangat baik dari kepuasan pasien untuk meningkatkan kualitas pelayanan. Oleh karena itu, manajer layanan kesehatan perlu melihat faktor-faktor yang mempengaruhi kepuasan pasien yang digunakan sebagai sarana untuk menilai kualitas pemberian layanan kesehatan.

**Tujuan Penelitian:** Mengidentifikasi faktor-faktor yang mempengaruhi kepuasan pasien rawat jalan peserta asuransi kesehatan di Puskesmas melalui kajian faktor demografi sosial ekonomi dan kualitas layanan

**Metode:** Sumber data *Indonesia Life Family Survey* 2014, data individu 13 provinsi di Indonesia yang representatif desain *cross-sectional*, analisa data dilakukan secara bertahap yaitu: univariabel, bivariabel dengan *chi square*, dan multivariabel dengan analisis *logistic regression*.

**Hasil:** faktor demografi yaitu usia > 60 tahun mempengaruhi tingkat kepuasan pasien (OR=2,59) dan Region 3 (OR=1,93). Status ekonomi kuantil 4 berpengaruh terhadap tingkat kepuasan (OR=1,78). Kualitas pelayanan yaitu alat kesehatan yang tidak lengkap berpengaruh terhadap kepuasan (OR=0,57). Sedangkan faktor demografi (jenis kelamin dan pendidikan) dan kualitas pelayanan (waktu tunggu, waktu tempuh, jenis asuransi dan ketersediaan dokter umum/gigi) tidak berpengaruh secara statistik.

**Kesimpulan:** tingkat kepuasan pasien rawat jalan di Puskesmas dipengaruhi oleh faktor demografi yaitu usia dan region, faktor sosial ekonomi dan kualitas pelayanan yaitu ketersediaan alat kesehatan yang lengkap.

**Kata Kunci:** *kepuasan pasien rawat jalan, factor demografi, sosial ekonomi, kualitas layanan, Puskesmas.*

## ABSTRACT

**Background:** In increasingly competitive markets in health service industry, health managers have to focus on patients' satisfaction. It aims to get the highest rank in the industry and to improve the quality of services. Therefore, the managers need to observe factors influencing patients' satisfaction that can be used to assess the health services.

**Objective:** This study is to identify factors affecting health insurance's outpatient satisfaction in primary health care (Puskesmas) based on demographic factors, socioeconomic factor, and quality of services.

**Method:** The data were gained from the Indonesian Family Life Survey 2014 consisting of representative individual data from 13 provinces in Indonesia using cross-sectional design. The data were analyzed statistically in steps through *chi-square* analysis for *univariable and bivariable and logistic regression* analysis for *multivariable*.

**Result:** The study found that patient satisfaction is affected by demographic factors namely age (< 60 years) with OR=2,59 and Region 3 with OR= 1.53. Further, the patients satisfaction based on the economic status in quantile 4 reaches OR = 1,78 and the quality of service in term of completeness of medical equipment is OR = 0,57. Meanwhile, demographic factor such as sex and education and quality of service such as waiting time, distance, type of insurance, and availability of general practitioner/dentist statistically do not affect the patient satisfaction

**Conclusion:** The level of outpatient satisfaction in Puskesmas is affected by demographics (age and region), socioeconomic, and quality of services (the availability of complete health equipment).

**Keywords:** *outpatient satisfaction, demographic factor, social economic, quality of care, health insurance, primary health care.*