

INTISARI

Latar Belakang : Penilaian pasien terhadap mutu pelayanan kesehatan merupakan cermin kepuasan pasien berdasarkan pada pelayanan yang diterimanya. Sikap ini terbentuk akibat adanya interaksi antara pasien dengan tenaga kesehatan. Penilaian pasien dipengaruhi oleh karakteristik pasien, yaitu kelamin, umur, pekerjaan, pendidikan, dan faktor ekonomi. Berdasarkan data kunjungan pasien yang semakin meningkat di Unit Pelayanan Umum (UPU) RSGM Prof. Soedomo, maka perlu diketahui karakteristik pengguna jasa pelayanan di UPU RSGM Prof. Soedomo dan hubungannya dengan harapan mereka terhadap mutu pelayanan yang selama ini telah diberikan.

Tujuan : Tujuan dari penelitian ini adalah untuk mengetahui harapan dan pengalaman serta kesenjangan (*gap*) antara harapan-pengalaman pasien tentang mutu pelayanan di UPU RSGM Prof. Soedomo dengan menggunakan instrument SERVQUAL. Mengetahui hubungan karakteristik pasien dengan harapan pasien tentang mutu pelayanan di UPU RSGM Prof. Soedomo.

Metode : Penelitian deskriptif dengan rancangan *cross sectional*. Penelitian ini dilakukan di UPU RSGM Prof. Soedomo selama bulan Oktober-November 2013 dengan jumlah sampel sebanyak 384 pasien. Cara pengambilan sampel adalah dengan menggunakan metode *consecutive sampling*. *Analisis data menggunakan t test, Chi Square, dan Fisher's exact test*.

Hasil : Dimensi yang diharapkan paling baik pada kategori pasien baru dan pasien lama adalah *tangibility*, *reliability*, dan *assurance*. *Empathy* dirasakan paling mendekati harapan pasien (*gap* -2.13, $p=0.00$) dimana hubungan antar dokter pasien terjalin dengan baik dan pelayanan yang sama bagi tiap pasien tanpa memandang status sosial. *Reliability* dirasakan paling tidak sesuai dengan harapan pasien (*gap* -3.41, $p=0.00$), hal ini berkaitan dengan informasi dan antrian saat pendaftaran, sehingga sebaiknya dibuatkan sistem antrian elektronik guna mengontrol antrian dan berdampak pada kepuasan pasien. Secara statistik tidak ada hubungan signifikan antara karakteristik pasien (jenis kelamin, usia, pekerjaan, pendidikan, pendapatan) dengan harapan mereka.

Kesimpulan : Diperlukan suatu sistem antrian elektronik guna memperjelas nomer urut dan pemanggilan pasien. Diperlukan upaya untuk meningkatkan dimensi *empathy* dengan cara pelatihan atau *briefing* kepada perawat agar dapat lebih memahami keinginan pasien.

Kata Kunci : harapan, pengalaman, mutu pelayanan

ABSTRACT

Background : Patient's assessment to health services quality is a reflection of patient satisfaction based on services received. This reaction appears because of interaction between patients with health workers. Assessment of patients affected by patient's characteristic such as: gender, age, occupation, education, and economic factors. Based on data of General Service Unit (UPU) Dental Hospital Prof. Soedomo, there is such a constantly increasing value of patient visitor numbers, so it is necessary to know the characteristics of the services of the consumer UPU Dental Hospital Prof. Soedomo and in order to know their expectations related to services had been given during times.

Objective : The objective of this study was to know the expectations, experiences and the gaps between expectations-experience of health service quality at UPU Dental Hospital Prof. Soedomo using SERVQUAL instrument and to know the relation of the patient's characteristics related their expectations about the health service quality at UPU Dental Hospital Prof. Soedomo.

Methods: This is a descriptive research with cross sectional design. This research was conducted at the UPU Dental Hospital Soedomo during the months of October-November 2013 used 384 patients as samples and was done by using consecutive sampling method. Analysis of the data using the t test, chi-square and Fisher's exact test.

Results : The dimensions are expected to be most excellent in the category of new patients and old patients are tangibility, reliability, and assurance. Empathy was perceived as the closest to the patient's expectations (gap -2.13, $p = 0.00$), where the relationship between doctors and patients is well established that the same services for each patient regardless of social status. Reliability is not accordance with expectations of patients (gap -3.41, $p = 0.00$), this is related to the information and queues during registration, so that the electronic queuing system should be created in order to control the queue and impact on patient satisfaction. Statistically there was no significant association between patient characteristics (gender, age, occupation, education, income) with their expectations.

Conclusion : An electronic queuing system is needed in order to queue line and patient call system. It is also necessary to make some movements and efforts to reach patient's empathy dimension by holding regular training and briefing for nurse in order to make them easier to comprehend patient's service expectation.

Keywords : expectation, experience, service quality