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Mawaddah Warahmah¹, Dara Ugi Aras², Samhi Muawan Djamal³

¹Undergraduate Student of Medical Education, Faculty of Medicine and Health Sciences University of Muhammadiyah Makassar, Jl. Sultan Alauddin No.259 Makassar 90211, South Sulawesi, Indonesia.

²Lecturer at the Departement of Al –Islam Kemuhammadiyah, ³Departement of Al-Islam Kemuhammadiyah Faculty of Medicine and Health Sciences, University of Muhammadiyah Makassar

THE INFLUENCE OF HEALTH PERSONNEL RESPONSIVENESS AND ASSURANCE ON PATIENT SATISFACTION IN THE EMERGENCY UNIT OF SYEKH YUSUF REGIONAL GENERAL HOSPITAL, GOWA REGENCY. (ix+50 pages, 8 tables, 5 picture, 14 attachments)

ABSTRAC

Background : Health services or health care is the maintenance or improvement of health status through efforts to prevent, diagnose, treat, recover or cure disease, injury and other physical and mental disorders. Health services are provided professionally by health workers and health support personnel, for example doctors, dentists, nurses, midwives, pharmacists, along with their assistants. Responsiveness is an indicator of health services, where a health worker must be responsive, fast and precise in providing services to patients. Apart from responsiveness, other indicators such as assurance are equally important. Assurance is the ability to communicate well that must be owned by a health worker so that patients feel confident about the services to be provided.

Purpose : To determine the effect of responsiveness and assurance of health workers on patient satisfaction in the emergency department of the Syekh Yusuf Regional General Hospital, Gowa Regency.

Method : This research was conducted on 2 December 2022 – 31 January 2023 at the Emergency Unit of the Syekh Yusuf Regional General Hospital, Gowa Regency. This type of research is analytic observational.

Result : The results showed that for the responsiveness variable 49 respondents were satisfied, 29 respondents felt quite satisfied, and 22 respondents felt dissatisfied. For the assurance variable, 60 respondents were satisfied, 22 respondents felt quite satisfied, and 18 respondents felt dissatisfied. The results of bivariate analysis using the Chi-Square test showed $p < 0.05$, which means that there is an influence between service quality and patient satisfaction.

Conclusion : Responsiveness and assurance indicators have an influence on the level of patient satisfaction in the Emergency Unit of the Syekh Yusuf Regional General Hospital, Gowa Regency.

Key Words : Responsiveness, Assurance, Patient Satisfaction