

**MEDICAL FACULTY
UNIVERSITY MUHAMMADIYAH MAKASSAR**

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**" LEVEL OF SATISFACTION OUTPATIENT HEALTH SERVICES IN
MARADEKAYA HEALTH CENTER OF THE CITY OF MAKASSAR
2016"**

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(xvi + 67 Pages, 10 Tables, 18 Attachments)

ABSTRACT

Background: With the increasing standard of living then also increase the people's demands for health care quality. This requires the provision of healthcare services such as health centers to improve the quality of service better, not only preventive services (preventive) to increase the quality of life and give customer satisfaction as users of health services. One of the factors that determine customer satisfaction is the customer's perception about the quality of services that focuses on five dimensions of service quality, the responsiveness (responsiveness), reliability (reliability), assurance (assurance), empathy (empathy), physical evidence (tangibles).

Objective: To determine the level of satisfaction of outpatients in health centers to health care Maradekaya.

Methods: The research method is observational analytic cross sectional study design where all the variables are observed at the same time and only once.

Results: The study was conducted on 60 respondents in common poly Puskesmas Maradekaya Makassar City found that the value aspect of responsiveness by the number of samples (60) people and health center services are satisfied as much as (37) people, with a percentage of 61.7% and service are not satisfied as (23) people with a percentage of 38.3%, in the aspect of reliability with a number of samples (60) people and health center services are satisfied as much as (37) people, with a percentage of 61.7% and service are not satisfied as much as (23) people with a percentage 38.3%, in the aspect of assurance by the number of samples (60) people and health center services are satisfied as much as (35) people, with a percentage of 58.3% and service are not satisfied as much as (25) people with a percentage of 41.7%, the aspects of empathy with the number of samples (60) people and health center services are satisfied as much as (39) people, with a percentage of 65.0% and service are not satisfied as much as (21) people with a percentage of 35.0%, in the aspect of tangibles by the number of samples (60) people and health center services are satisfied as much as (31) people, with a percentage of 51.7% and service are not satisfied as much as (29) people with a percentage of 48.3%.

Conclusion: The distribution of patient satisfaction based on five dimensions of service quality of all aspects is said to be satisfied in general.

Keywords: Patient satisfaction, responsiveness, reliability, assurance, empathy, Physical Evidence.

**FAKULTAS KEDOKTERAN
UNIVERSITAS MUHAMMADIYAH MAKASSAR**

SKRIPSI, 27 FEBRUARI 2017

**“TINGKAT KEPUASAN PASIEN RAWAT JALAN TERHADAP
PELAYANAN KESEHATAN DI PUSKESMAS MARADEKAYA KOTA
MAKASSAR TAHUN 2016”**

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(xvii + 80 Halaman, 10 Tabel, 12 Gambar, 18 Lampiran)

ABSTRAK

Latar Belakang: Dengan meningkatnya taraf hidup masyarakat maka semakin meningkat pula tuntutan masyarakat akan kualitas kesehatan. Hal ini menuntut penyediaan jasa pelayanan kesehatan seperti Puskesmas untuk meningkatkan kualitas pelayanan yang lebih baik, tidak hanya pelayanan yang bersifat pencegahan (preventif) untuk meningkat kualitas hidup serta memberikan kepuasan terhadap konsumen selaku pengguna jasa kesehatan. Salah satu faktor yang menentukan kepuasan pelanggan adalah persepsi pelanggan mengenai kualitas jasa yang berfokus pada lima dimensi kualitas jasa, yaitu daya tanggap (responsiveness), kehandalan (reliability), jaminan (assurance), empati (empathy), bukti fisik (tangibles).

Tujuan: Untuk mengetahui tingkat kepuasan pasien rawat jalan terhadap pelayanan kesehatan di Puskesmas Maradekaya.

Metode: Metode penelitian bersifat Observasional Analitik dengan rancangan *Cross Sectional Study* dimana semua variabel diobservasi pada waktu yang sama dan hanya dilakukan satu kali.

Hasil: Penelitian yang dilakukan terhadap 60 responden di poli umum Puskesmas Maradekaya Kota Makassar didapatkan bahwa nilai aspek responsiveness dengan jumlah sampel (60) orang dan pelayanan Puskesmas yang menyatakan puas sebanyak (37) orang, dengan persentase 61,7% dan pelayanan tidak puas sebanyak (23) orang dengan persentase 38,3%, pada aspek reliability dengan jumlah sampel (60) orang dan pelayanan Puskesmas yang menyatakan puas sebanyak (37) orang, dengan persentase 61,7% dan pelayanan tidak puas sebanyak (23) orang dengan persentase 38,3%, pada aspek assurance dengan jumlah sampel (60) orang dan pelayanan Puskesmas yang menyatakan puas sebanyak (35) orang, dengan persentase 58,3% dan pelayanan tidak puas sebanyak (25) orang dengan persentase 41,7%, pada aspek empathy dengan jumlah sampel (60) orang dan pelayanan Puskesmas yang menyatakan puas sebanyak (39) orang, dengan persentase 65,0% dan pelayanan tidak puas sebanyak (21) orang dengan persentase 35,0%, pada aspek tangibles dengan jumlah sampel (60) orang dan pelayanan Puskesmas yang menyatakan puas sebanyak (31) orang, dengan persentase 51,7% dan pelayanan tidak puas sebanyak (29) orang dengan persentase 48,3%.

Kesimpulan : Distribusi kepuasan pasien berdasarkan 5 dimensi service quality dari segala aspek dikatakan puas secara umum.

Kata Kunci: Kepuasan Pasien, Daya Tanggap, Keandalan, Jaminan, Empati, Bukti Fisik.