

ABSTRAK

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Program Studi : S1 Kesehatan Masyarakat

Judul : Faktor – Faktor Yang Berhubungan Dengan Kepuasan Pasien BPJS Terhadap Pelayanan Di Poli Rawat Jalan Di Klinik Utama Khusus Mata SMEC Rawamangun Jakarta Timur Tahun 2024.

Kepuasan pasien indikator penting dalam menilai keberhasilan lembaga pelayanan kesehatan karena kepuasan pasien berkaitan dengan kualitas pelayanan. Klinik Utama Khusus Mata SMEC belum memenuhi standar kepuasan yang ditentukan Permenkes RI tahun 2016 mencapai 95%. Hal ini dibuktikan dengan hasil rekapitulasi dan laporan tiap 6 bulan dari data Januari – Juni 2023 sebanyak 81,08% dan Juni - Desember 2023 sebanyak 88%. Penelitian bertujuan untuk mengetahui kepuasan pasien dengan pelayanan di Poli Rawat Jalan Di Klinik Utama Khusus Mata SMEC Rawamangun Jakarta Timur Tahun 2024. Penelitian melibatkan 144 responden dengan teknik *cross-sectional* dilakukan dengan kuesioner dan wawancara dianalisis menggunakan uji *Chi-Square*. Penelitian dilaksanakan pada Juni-Agustus 2024. Hasil penelitian menunjukkan adanya hubungan kualitas pelayanan *reliability* ($P\text{-value} = 0,003$ PR = 1,431), *assurance* ($P\text{-value} = 0,002$ PR = 1,489), *empathy* ($P\text{-value} = 0,005$ PR = 1,407), *tangible* ($P\text{-value} = 0,011$ PR = 1,372) dengan kepuasan pasien. variabel lain menunjukkan tidak adanya hubungan dengan kepuasan pasien adalah *responsiveness* ($P\text{-value} = 0,089$ PR=1,266). Klinik Utama Khusus Mata SMEC perlu memperbaiki kualitas pelayanan dimensi *reliability*, *assurance*, *empathy* dengan memastikan konsistensi pelayanan, mempercepat waktu tunggu, kesesuaian jadwal pengobatan, alur berobat dan alur pendaftaran berobat *online*. mengedukasi dengan komunikasi efektif, keakuratan informasi agar meningkatkan pemahaman dan kepercayaan pasien.

Kata Kunci : Kepuasan pasien, Klinik SMEC, Permenkes, *Reliability*, *responsiveness*, *Assurance*, *Empathy*, *Tangible*

ABSTRACT

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Title : Factors Associated with BPJS Patient Satisfaction with Services at the Outpatient Clinic at the Main Special Eye Clinic SMEC Rawamangun, East Jakarta in 2024

Patient satisfaction is an important indicator in assessing the success of health service institutions because patient satisfaction is related to service quality. SMEC's Main Special Eye Clinic has not met the satisfaction standards determined by the 2016 Indonesian Minister of Health Regulation, reaching 95%. This is proven by the results of recapitulation and reports every 6 months from January - June 2023 data of 81.08% and June - December 2023 of 88%. The research aims to determine patient satisfaction with services at the Outpatient Clinic at the Main Special Eye Clinic SMEC Rawamangun, East Jakarta in 2024. The research involved 144 respondents using a cross-sectional technique using questionnaires and interviews analyzed using the Chi-Square test. The research was carried out in June-August 2024. The results showed that there was a relationship between service quality, reliability ($P\text{-value} = 0.003$ $PR = 1.431$), assurance ($P\text{-value} = 0.002$ $PR = 1.489$), empathy ($P\text{-value} = 0.005$ $PR = 1.407$), tangible ($P\text{-value} = 0.011$ $PR = 1.372$) with patient satisfaction. Another variable showing no relationship with patient satisfaction is responsiveness ($P\text{-value} = 0.089$ $PR=1.266$). SMEC's Main Special Eye Clinic needs to improve the quality of service in the dimensions of reliability, assurance, empathy by ensuring consistency of service, speeding up waiting times, suitability of treatment schedules, treatment flow and online treatment registration flow. educate with effective communication, accuracy of information to increase patient understanding and trust.

Keywords: Patient satisfaction, Eye Clinic SMEC, Indonesian Minister of Health Regulation, Reliability, responsiveness, Assurance, Empathy, Tangible