

ABSTRAK

Nama : Rina Marlina
 Program Studi : Magister Kesehatan Masyarakat
 Judul : Hubungan Literasi Tentang Sistem Jkn Dengan Kepuasan Pasien Rawat Jalan Di Puskesmas Bungursari Kabupaten Purwakarta

Latar Belakang : Rendahnya tingkat kepuasan pasien dapat berdampak negatif terhadap mutu fasilitas layanan kesehatan, khususnya pada fasilitas primer seperti puskesmas. Salah satu faktor yang memengaruhi kepuasan adalah masih literasi pasien mengenai sistem Jaminan Kesehatan Nasional (JKN). Kurangnya pemahaman terhadap hak, prosedur, serta alur pelayanan dapat menimbulkan kesalahpahaman, ketidakpuasan, bahkan persepsi negatif terhadap mutu layanan. Hal ini menjadi tantangan bagi Puskesmas Bungursari Purwakarta yang merupakan fasilitas Kesehatan primer dengan Tingkat kunjungan tinggi .

Tujuan : Mengetahui hubungan antara literasi tentang sistem JKN dengan kepuasan pasien di Puskesmas Bungursari Kabupaten Purwakarta

Metode : Jenis penelitian kuantitatif dengan desain *cross-sectional* , Jumlah populasi 1431 Orang. Besaran sampel 257, teknik sampling yang diterapkan yaitu non-probability sampling dengan pendekatan accidental sampling. Instrumen yang di pakai dalam penelitian ini yaitu kuesioner literasi dan kepuasan yang sudah di uji validasi. Serta analisis statistik yang digunakan yaitu Uji chi-square, regresi logistik $p < 0,05$.

Hasil : Hasil penelitian menunjukkan terdapat hubungan yang signifikan literasi dengan kepuasan pasien di Puskesmas Bungursari Kabupaten Purwakarta dengan p value $< 0,001$ dan *Odd Ratio* sebesar 13,084 serta terdapat hubungan yang signifikan variabel literasi p value $< 0,001$ dengan kepuasan pasien di Puskesmas Bungursari Kabupaten Purwakarta setelah dikontrol oleh variabel pekerjaan dengan p value 0,019.

Rekomendasi : Meningkatkan kepuasan pasien di puskesmas, perlu mengupayakan peningkatan literasi kesehatan melalui penggunaan strategi visual dan komunikasi yang efektif, serta meningkatkan kualitas pelayanan berempati yang mencakup perhatian petugas dalam mendengarkan keluhan dan sikap adil.

Kata Kunci: Literasi, JKN, Kepuasan Pasien

ABSTRACT

Name : RinaMarlina
 Study Program : Master Of Public Health
 Title : *The Relationship Between Literacy About the National Health Insurance System and Outpatient Satisfaction at the Bungursari Community Health Center in Purwakarta Regency*

Background: *The low level of patient satisfaction has the potential to have a negative impact on the development and improvement of the quality of health care facilities, especially in primary health care facilities such as community health centers. One of the main factors influencing this low satisfaction is the lack of patient literacy regarding the National Health Insurance (JKN) system, which causes ignorance of the rights, procedures, and service flows available. This condition has an impact on the emergence of misunderstandings, dissatisfaction, and negative perceptions of the quality of service. Bungursari Community Health Center Low levels of patient satisfaction can negatively impact the quality of healthcare facilities, particularly primary care facilities such as community health centers. One factor influencing satisfaction is patients' lack of literacy regarding the National Health Insurance (JKN) system. Lack of understanding of rights, procedures, and service flows can lead to misunderstandings, dissatisfaction, and even negative perceptions of service quality. This presents a challenge for the Bungursari Community Health Center in Purwakarta, a primary healthcare facility with a high number of visits.*

Aims: *To determine the relationship between literacy about the JKN system and patient satisfaction at the Bungursari Community Health Center, Purwakarta Regency.*

Method: *_ This type of research is quantitative with a cross-sectional design. The population is 1,431 people. The sample size is 257 people. The sampling technique applied is non-probability sampling with an accidental sampling approach. The instruments used in this study are literacy and satisfaction questionnaires that have been validated. The statistical analysis used is the chi-square test and logistic regression with $p < 0.05$.*

Result: *_ The results of the study showed that there was a significant relationship between literacy and patient satisfaction at the Bungursari Community Health Center, Purwakarta Regency with a p value of < 0.001 and an Odd Ratio of 13.084, and there was a significant relationship between the literacy variable with a p value of < 0.001 and patient satisfaction at the Bungursari Community Health Center, Purwakarta Regency after being controlled by the occupational variable with a p value of 0.019.*

Recommendation: *_To improve patient satisfaction in community health centers, it is necessary to strive to improve health literacy through the use of effective visual and communication strategies, as well as improving the quality of empathetic services that include attention from officers in listening to complaints and a fair attitude.*

Keywords: *Literacy, JKN, Patient Satisfaction.*