

## **ABSTRAK**

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**Analisis Kualitas Pelayanan Kesehatan terhadap Tingkat Kepuasan Pasien Katarak Peserta BPJS di Semarang Eye Center (SEC) RSI. Sultan Agung Semarang**

**xv + 128 halaman + 24 tabel + 4 gambar +5 lampiran**

Peningkatan pelayanan kesehatan melalui BPJS perlu dilakukan untuk meningkatkan kepuasan pasien. Berdasarkan hasil survey yang dilakukan di Semarang Eye Center (SEC) didapatkan jumlah kunjungan yang menurun dibandingkan tahun sebelumnya yaitu pada tahun 2016. Oleh karena itu perlu dilakukan evaluasi pelaksanaan pelayanan kesehatan terhadap semua petugas Rumah Sakit. Tujuan penelitian ini untuk menganalisis urutan prioritas pengaruh kualitas pelayanan kesehatan terhadap tingkat kepuasan pasien katarak peserta BPJS di Semarang Eye Center (SEC) RSI. Sultan Agung Semarang.

Desain penelitian ini non eksperimental (*Observational*) dengan menggunakan kuisisioner. Skala pengisian kuisisioner dengan interval 1-10, Analisis data kuantitatif menggunakan Confirmatory Factor Analysis (CFA) dengan jumlah sampel 100 orang responden. Sampel Non Probability Sampling dengan teknik pengambilan Purposive Sample yaitu pasien yang telah melakukan operasi katarak. Responden dalam penelitian ini 100 orang (30% laki-laki dan 70% perempuan). Variabel yang diteliti dalam penelitian ini adalah lima dimensi mutu, yaitu bukti fisik (*tangible*), kehandalan (*reliability*), daya tanggap (*responsiveness*), jaminan (*assurance*), dan empati (*empathy*)

Hasil penelitian menunjukkan terdapat pengaruh bermakna antara dimensi kualitas pelayanan empati, jaminan, kehandalan, daya tanggap serta bukti fisik terhadap kepuasan pasien dengan nilai uji validitas  $>0,2$  untuk kelima variabel, sehingga dikatakan valid dan nilai uji reliabilitas terhadap kelima variabel  $>0,6$  yaitu empati 0,625, jaminan 0,663, kehandalan 0,629, daya tanggap 0,687, dan bukti fisik 0,789 sehingga dinyatakan reliabel. Hasil penelitian dapat disimpulkan bahwa kualitas pelayanan berpengaruh terhadap kepuasan pasien. Kualitas pelayanan yang bermutu akan meningkatkan kepuasan pasien.

Disarankan kepada Manajemen Rumah Sakit Islam Sultan Agung agar dapat memperbaiki kualitas pelayanan kesehatan dengan cara mengadakan morning report setiap hari untuk mengingatkan tentang pelayanan bermutu, memberikan angket kepuasan setiap pasien selesai mendapatkan pelayanan, memberikan reward kepada dokter dan perawat favorit pilihan pasien berdasarkan angket, membuat mobile application untuk memudahkan pasien mendaftar dan mendapatkan informasi tentang pelayanan di SEC RSI. Sultan Agung Semarang.

Kata kunci : Kualitas Pelayanan Kesehatan, Kepuasan Pasien, Peserta BPJS  
Kepustakaan: 49 (1990-2010)

**ABSTRACT**

**Rr. Farah Aldila**

**Analysis of Health Service Quality towards A Level of Cataract Patient's Satisfaction as A Member of Social Insurance Agency at Semarang Eye Center (SEC) of Sultan Agung Islam Hospital in Semarang**  
**xv + 128 pages + 24 tables + 4 figures + 5 appendices**

Improvement of health service through Social Insurance Agency (SIA) needs to be conducted to improve patient satisfaction. The results of a survey conducted at Semarang Eye Center (SEC) demonstrated that number of patient visit in 2017 was lower than in 2016. Therefore, there needed to evaluate the implementation of health service for all officers at a hospital. This study aimed at analyzing priority order of the influence of health service quality towards a level of cataract patient satisfaction as a member of SIA at SEC of Sultan Agung Islam Hospital in Semarang.

This was an observational study using a questionnaire. The questionnaire used an interval scale ranging from 1 to 10. Data were analyzed using Confirmatory Factor Analysis (CFA). Data were selected purposively for patients who had performed cataract surgery. Number of samples were 100 respondents consisted of male (30%) and female (70%). Research variables consisted of five dimensions of quality, namely tangible, reliability, responsiveness, assurance, and empathy.

The results of this research showed that these all five variables significantly influenced patient satisfaction with value of a validity test  $> 0.2$  and value of a reliability test  $> 0.6$  for all variables. The details of the reliability test were as follows: empathy (0.625), assurance (0.663), reliability (0.629), responsiveness (0.687), and tangible (0.789). It means that these variables were reliable. To sum up, service quality influenced patient satisfaction. Service quality could improve patient satisfaction.

The hospital management needs to improve quality of health service by conducting morning report every day to remind quality of service. In addition, the hospital management also needs to provide a questionnaire of patient satisfaction immediately after providing services, to provide a reward to a favorite physician and nurse who were patients' choices based on the questionnaire, to create mobile application to ease patients in registering and obtaining information of services at SEC of Sultan Agung Islam Hospital in Semarang.

**Keywords** : Health Service Quality, Patient Satisfaction, Member of SIA  
**Bibliography:** 49 (1990-2010)