

## ABSTRAK

**Siti Ni'amah**

**Kepuasan Pasien Jaminan Persalinan pada Pelayanan Persalinan oleh Bidan Desa di Kabupaten Pati Tahun 2012**

**74 halaman + 24 tabel + 3 gambar + 4 lampiran**

Jaminan persalinan bertujuan untuk menurunkan AKI (Angka Kematian Ibu) melalui peningkatan akses pertolongan persalinan oleh tenaga kesehatan. Namun demikian AKI di Kabupaten Pati meningkat setelah ada program Jampersal. Hasil studi pendahuluan menunjukkan ketidakpuasan pasien terhadap pelayanan persalinan jampersal oleh Bidan Desa. Tujuan penelitian menganalisis faktor-faktor yang berhubungan dengan kepuasan pasien jampersal pada pelayanan persalinan oleh Bidan Desa di Kabupaten Pati.

Jenis Penelitian adalah *observasional* analitik dengan pendekatan *cross sectional*. Pengumpulan data menggunakan observasi dan angket dengan kuesioner terstruktur. Populasi penelitian 450 ibu bersalin dengan jampersal, dengan jumlah responden 90, yang dipilih secara *purposive* dengan kriteria inklusi. Analisis data dilakukan dengan uji korelasi *Rank spearman* dan regresi logistik berganda.

Hasil penelitian menunjukkan bahwa sebagian besar responden (60%) merasa tidak puas dengan pelayanan persalinan jampersal. Mutu pelayanan dalam dimensi *reliability* dipersepsikan baik 51,1% responden, mutu pelayanan dalam dimensi *responsiveness* dipersepsikan baik 51,1% responden, mutu pelayanan dalam dimensi *assurance* dipersepsikan baik 51,1% responden, mutu pelayanan dalam dimensi *empathy* dipersepsikan baik 67,8% responden, mutu pelayanan dalam dimensi *tangibles* dipersepsikan baik 65,6% responden. Ada hubungan *reliability* ( $p=0,001$ ), *responsiveness* ( $p=0,001$ ), *assurance* ( $p=0,011$ ), *empathy* ( $p=0,020$ ), *tangibles* ( $p=0,001$ ), terhadap kepuasan pasien. Faktor yang paling kuat berhubungan dengan kepuasan pasien jampersal adalah *reliability* selanjutnya berturut-turut *tangibles*, *empathy* dan *assurance* secara bersama-sama berhubungan dengan kepuasan.

Disarankan bagi Dinas Kesehatan kabupaten Pati untuk meningkatkan motivasi bidan dalam pelayanan jampersal antara lain dengan mempermudah proses klaim. Disarankan bagi bidan desa untuk meningkatkan ketanggapan dalam pelayanan jampersal.

Kata kunci : Kepuasan pasien Jampersal, Mutu pelayanan, Bidan Desa

Kepustakaan : 32 (2004 – 2012)

## **ABSTRACT**

**Siti Ni'amah**

**Patients' Satisfaction on Delivery Services by Village Midwives in Delivery Assurance Program in Pati District, 2012**

*74 pages + 24 tables + 3 figures + 4 enclosures*

The purpose of delivery assurance (Jampersal) was to reduce maternal mortality rate (AKI) through improvement of delivery assistance accessibility by health workers. However, AKI in Pati district increased after the implementation of Jampersal program. Results of a preliminary study showed patient unsatisfactory to Jampersal delivery service by village midwives. Objective of the study was to analyze factors related to Jampersal patient satisfaction toward delivery service by village midwives in Pati district.

This was an observational-analytical study with cross sectional approach. Data were collected by conducting observation and distributing structured questionnaire. Study population was 450 post-delivery mothers who took advantage of Jampersal. Study respondents were 90 Jampersal post-delivery mothers who were selected purposively according to the inclusion criteria. Rank Spearman correlation test and multiple logistic regressions were applied in the data analysis.

Results of the study showed that the majority of respondents (60%) were not satisfied with jampersal delivery service. In the reliability dimension, 51.1% of respondents had good perception on the quality of service. In the responsiveness dimension, 51.1% of respondents had good perception on the quality of service. In the assurance dimension, 51.1% of respondents had good perception on the quality of service. In the empathy dimension, 67.8% of respondents had good perception on the quality of service. In the tangibles dimension, 65.6% of respondents had good perception on the quality of service. There were associations between patient satisfaction and reliability ( $p= 0.001$ ), responsiveness ( $p= 0.001$ ), assurance ( $p= 0.011$ ), empathy ( $p= 0.020$ ), tangibles ( $p= 0.001$ ). The strongest factor related to jampersal patient satisfaction was reliability; then tangibles, empathy, and assurance respectively. Those factors, in common, are related to patient satisfaction.

Suggestion for Pati district health office was to increase midwives motivation in Jampersal service such as making easier way in a claim process. Suggestion for village midwives was to improve responsiveness in jampersal service.

**Key words** : jampersal patient satisfaction, service quality, village midwives

**Bibliography** : 32 (2004-2012)