

ABSTRAK

HUBUNGAN MUTU PELAYANAN KESEHATAN GIGI DAN MULUT DENGAN KEPUASAN PASIEN UNIT PAVILIUN SERAYU RSGMP UNSOED

Linda Asih Rahmayanti

Kepuasan pasien merupakan kebutuhan dan harapan dari perawatan kesehatan pasien yang terpenuhi. Rumah sakit yang akan melakukan upaya peningkatan mutu pelayanan kesehatan harus melakukan pengukuran kepuasan pasien karena kepuasan pasien berhubungan dengan mutu pelayanan kesehatan. Kepuasan pasien dapat dinilai berdasarkan lima dimensi mutu pelayanan meliputi tampilan fisik (*tangibles*), keandalan (*reliability*), jaminan (*assurance*), daya tanggap (*responsiveness*), dan hubungan antar manusia (*emphaty*). Penelitian ini bertujuan untuk mengetahui hubungan mutu pelayanan kesehatan gigi dan mulut dengan kepuasan pasien di Unit Paviliun Serayu RSGMP Universitas Jenderal Soedirman. Metode penelitian ini yaitu penelitian observasional analitik dengan rancangan penelitian *cross sectional study*. Sampel penelitian yang diambil berjumlah 38 sampel dengan teknik *accidental sampling*. Instrumen penelitian ini menggunakan kuesioner harapan, mutu pelayanan, dan kepuasan pasien yang didistribusikan secara langsung dan secara daring. Analisis data dilakukan secara univariat, bivariat menggunakan uji *chi-square*, dan multivariat menggunakan uji regresi logistik multinomial. Hasil penelitian menunjukkan bahwa terdapat hubungan antara mutu pelayanan kesehatan gigi dan mulut dengan kepuasan pasien pada dimensi *tangibles*, *reliability*, *assurance*, *responsiveness*, dan *emphaty* ($p < 0,05$). Simpulan penelitian ini adalah terdapat hubungan antara mutu pelayanan kesehatan gigi dan mulut dengan kepuasan pasien Unit Paviliun Serayu RSGMP Universitas Jenderal Soedirman.

Kata kunci: Kepuasan pasien, mutu pelayanan, RSGMP Unsoed

ABSTRACT

THE CORRELATION BETWEEN QUALITY OF DENTAL AND ORAL HEALTH SERVICES WITH PATIENT SATISFACTION AT SERAYU PAVILION UNIT RSGMP UNSOED

Linda Asih Rahmayanti

Patient satisfaction is the needs and expectations of the patient are met. Hospitals that will improve the quality of health services must measure patient satisfaction because patient satisfaction is related to the quality of health services. Patient satisfaction can be assessed based on five dimensions of service quality including tangibles, reliability, assurance, responsiveness, and empathy. The purpose of this research was to determined the relationship between the quality of dental and oral health services with patient satisfaction at Serayu Pavilion Unit RSGMP Jenderal Soedirman University. This research method was observational analytics with a cross-sectional design. Samples were taken from 38 patients using the accidental sampling technique. The research instrument used questionnaires on expectations, service quality, and patient satisfaction that were distributed online. Data analysis was performed univariate, bivariate using the chi-square test, and multivariate using multinomial logistic regression test. The results showed that there was a relationship between the quality of dental and oral health services with patient satisfaction on the dimensions of tangibles, reliability, assurance, responsiveness, and empathy ($p < 0,05$). The conclusion of this study there was a relationship between the quality of dental and oral health services with patient satisfaction at the Serayu Pavilion Unit RSGMP Jenderal Soedirman University.

Keywords: *Patient satisfaction, RSGMP Unsoed, service quality*