

ABSTRAK

PERBANDINGAN TINGKAT KEPUASAN DALAM KOMUNIKASI TERAPEUTIK DOKTER GIGI-PASIEAN BPJS DI POLI GIGI PUSKESMAS ANTARA DAERAH PERKOTAAN DAN PERDESAAN KABUPATEN BANYUMAS

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Latar Belakang. Setiap kota atau desa selalu berupaya meningkatkan pelayanan kesehatan bagi masyarakatnya. Peningkatan akses dan mutu pelayanan pada fasilitas kesehatan dapat dipengaruhi oleh komunikasi terapeutik dokter-pasien saat proses pelayanan. Komunikasi terapeutik dokter-pasien yang baik akan menimbulkan kepuasan bagi pasien. **Tujuan.** Mengetahui perbedaan tingkat kepuasan dalam komunikasi terapeutik dokter gigi-pasien BPJS di poli gigi puskesmas antara daerah perkotaan dan perdesaan Kabupaten Banyumas. **Metode.** Jenis penelitian ini adalah *observational analitic* menggunakan survei dengan rancangan *cross-sectional*. Populasi dan sampel yaitu pasien BPJS di poli gigi puskesmas yang mewakili daerah perkotaan dan perdesaan Kabupaten Banyumas. Puskesmas Purwokerto Utara II dan Purwokerto Barat mewakili puskesmas daerah perkotaan. Puskesmas Gumelar dan Purwojati mewakili puskesmas daerah perdesaan. Jumlah sampel yaitu 94 responden. Survei dilakukan dengan membagikan kuesioner kepada responden. Data dianalisis menggunakan uji *Chi-Square*. **Hasil.** Tidak terdapat perbedaan bermakna kepuasan dalam komunikasi terapeutik dokter gigi-pasien BPJS di poli gigi puskesmas antara daerah perkotaan dan perdesaan Kabupaten Banyumas pada aspek *reliability* dengan $p\text{-value}= 0,271$. Tidak terdapat perbedaan bermakna kepuasan dalam komunikasi terapeutik dokter gigi-pasien BPJS pada aspek *responsiveness* dengan $p\text{-value}= 0,184$. Tidak terdapat perbedaan bermakna kepuasan dalam komunikasi terapeutik dokter gigi-pasien BPJS pada aspek *assurance* dengan $p\text{-value}= 0,25$. Tidak terdapat perbedaan bermakna kepuasan dalam komunikasi terapeutik dokter gigi-pasien BPJS pada aspek *empathy* dengan $p\text{-value}= 0,863$. Tidak terdapat perbedaan bermakna kepuasan dalam komunikasi terapeutik dokter gigi-pasien BPJS pada aspek *tangibels* dengan $p\text{-value}= 0,958$. **Simpulan.** Tidak terdapat perbedaan tingkat kepuasan dalam komunikasi terapeutik dokter gigi-pasien BPJS di poli gigi puskesmas antara daerah perkotaan dan perdesaan Kabupaten Banyumas pada semua aspek SERVQUAL.

Kata kunci : Tingkat kepuasan, komunikasi terapeutik, perkotaan dan perdesaan

ABSTRACT

THE COMPARISON OF SATISFACTION LEVELS ON DENTIST-BPJS PATIENT THERAPEUTIC COMMUNICATION IN DENTAL POLY PRIMARY HEALTH CARE BETWEEN URBAN AND RURAL AREAS OF BANYUMAS DISTRICT

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Background. Every city and village always try to improve health services for its people. One of the factors that increasing health insurance and quality of health services is therapeutic communication between the doctor and patient. A good communication between the doctor and patient will make the patient feels satisfied. **Purposes.** To determine whether there is a difference in the level of satisfaction in dentist-BPJS patient therapeutic communication in dental poly primary health care between urban and rural areas of Banyumas district. **Methods.** This type of research is observational analitic with cross-sectional design. The research population is BPJS patients in dental poly primary health care that representing urban and rural areas of Banyumas District. Purwokerto Utara II primary health care and Purwokerto Barat represent urban areas. Gumelar primary health care and Purwojati represent rural areas. The sample count in this study was 94 respondents. The survey was conducted by sharing questionnaires to respondents. Data were analyzed using Chi-Square test. **Results.** There was no significant difference in the level of satisfaction on dentist-BPJS patient therapeutic communicaton in dental poly primary health care between urban and rural areas of Banyumas district in reliability aspect with $p\text{-value} = 0,271$. There was no significant difference in the level of satisfaction on dentist-BPJS patient therapeutic communicaton in dental poly primary health care between urban and rural areas of Banyumas district in responsiveness aspect with $p\text{-value} = 0,184$. There was no significant difference in the level of satisfaction on dentist-BPJS patient therapeutic communicaton in dental poly primary health care between urban and rural areas of Banyumas district in assurance aspect with $p\text{-value} = 0,25$. There was no significant difference in the level of satisfaction on dentist-BPJS patient therapeutic communicaton in dental poly primary health care between urban and rural areas of Banyumas district in empathy aspect with $p\text{-value} = 0,863$. There was no significant difference in the level of satisfaction on dentist-BPJS patient therapeutic communicaton in dental poly primary health care between urban and rural areas of Banyumas district in tangibels aspect with $p\text{-value} = 0,958$. **Conclusion.** The conclusion of this research is that there was no difference in the level of satisfaction on dentist-BPJS patient therapeutic communicaton in dental poly primary health care between urban and rural areas of Banyumas district on the all of SERVQUAL aspect.

Keywords : Satisfaction levels, therapeutic communication, urban and rural areas