

ABSTRAK

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Skripsi Januari 2021

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HUBUNGAN ANTARA KUALITAS PELAYANAN FISIOTERAPI TERHADAP KEPUASAN PASIEN PADA KASUS LOW BACK PAIN AKUT DI KLINIK NK HEALTH FISIOTERAPI JAKARTA

(VI Bab, 54 Halaman, 7 Tabel, 3 Gambar, 6 Lampiran)

Latar Belakang: Masalah utama sebagai sebuah lembaga jasa pelayanan kesehatan adalah semakin banyaknya pesaing. Oleh karena itu, klinik fisioterapi dituntut untuk selalu menjaga kepercayaan konsumen dengan meningkatkan kualitas pelayanan agar kepuasan konsumennya meningkat. Kepuasan konsumen dapat membentuk persepsi dan selanjutnya dapat memosisikan produk perusahaan di mata konsumennya. Dalam hubungannya dengan kepuasan konsumen/pasien dan kualitas pelayanan. Pasien akan merasa puas apabila ada persamaan antara harapan dan kenyataan pelayanan kesehatan yang diperoleh. Kepuasan pengguna pelayanan kesehatan mempunyai kaitan yang erat dengan hasil pelayanan kesehatan, baik secara medis maupun non medis seperti kepatuhan terhadap pengobatan, pemahaman terhadap informasi medis.

Tujuan Penelitian: Untuk mengetahui hubungan kualitas pelayanan fisioterapi terhadap kepuasan pasien low back pain di Klinik NK Health Fisioterapi Jakarta.

Metode Penelitian: Penelitian ini adalah penelitian yang menggunakan jenis penelitian analitik observasional dengan menggunakan pendekatan *One Group Design*. Populasi dalam penelitian ini adalah pasien dengan keluhan *low back pain* akut yang melakukan Fisioterapi di Klinik NK Health Fisioterapi sebanyak 21 responden purposive sampling. Uji statistic yang digunakan adalah uji korelasi *Pearson Correlation Test*.

Hasil Penelitian: Uji Korelasi *Pearson Correlation Test* antara Kualitas pelayanan fisioterapi dan kepuasan pasien pada kasus *Low Back Pain akut* didapatkan nilai $p = 0,005$ ($p > 0,05$) artinya signifikan, sedangkan nilai r (kekuatan korelasi) = 0,603 sehingga dapat di simpulkan semakin baik kualitas pelayanan fisioterapi maka semakin puas pasien diberikan penanganan.

Kata Kunci: Kepuasan; Kualitas Pelayanan; Fisioterapi; Klinik; *Pearson*

ABSTRACT

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Thesis January 2021

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THE RELATIONSHIP BETWEEN THE QUALITY OF PHYSIOTHERAPY SERVICES TO PATIENT SATISFACTION IN CASES OF ACUTE LOW BACK PAIN AT NK HEALTH PHYSIOTHERAPY CLINIC JAKARTA

(6 Chapters, 54 Pages, 7 Tables, 3 Pictures, 6 Attachments)

Background: The main problem as a health care agency in the growing number of competitors. Therefore, physiotherapy clinics are required to always maintain consumer confidence by improving the quality of service so that customer satisfaction increase. Customer satisfaction can shape perception and can further position the company's product in the eyes of the customers. In relation to customer/patient satisfaction and service quality. Patients will be satisfied if there is a similarity between the expectation and the reality of the health service obtained. The satisfaction of health care user is closely related to the result of health services, both medically and non-medically such as compliance with treatment, understanding of medical information.

Research Purposes: To know the relationship of the quality of physiotherapy services to the satisfaction of low back pain patients at NK Health Physiotherapy Clinic Jakarta.

Research Methods: This research is a study that uses a type of observational analytics research using the one group design approach. The population in this study was patients with acute low back pain complaints who performed physiotherapy at NK Health Physiotherapy Clinic as many as 21 purposive sampling respondents. The statistic test used is the Pearson Correlation Test.

Research Result: *Pearson Correlation Test* between Physiotherapy service quality and patient satisfaction in acute Low Back Pain cases obtained a value of $p = 0.005$ ($p > 0.05$) means significant, while the value r (correlation strength) = 0.603 so that it can be concluded the better the quality of physiotherapy services, the more satisfied the patient is given treatment.

Keyword: Satisfaction; Quality of Service; Physiotherapy; Clinic; *Pearson*