

ANALISIS KEPUASAN PASIEN TERHADAP MUTU PELAYANAN FISIOTERAPI DI ERA PANDEMI COVID-19 DI KLINIK SASANA HUSADA JAKARTA

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ABSTRACT

Satisfaction is the perception of a product or service that has met expectations. So customer satisfaction is the result of the accumulation of consumers or customers in using products or services. The quality of health services is the degree to which the needs of the community or individuals are met for health care in accordance with good professional standards with the use of resources fairly, efficiently, effectively within the limited capacity of the government and the community, and is carried out safely and satisfies customers in accordance with accepted norms and ethics. good. Based on observations made by distributing customer feedback questionnaires at the Sasana Husada Clinic, patient satisfaction in outpatient physiotherapy services from January to March 2021 for patient satisfaction obtained 76% results, of which there were about 24% who were dissatisfied with the physiotherapy services provided at the hospital. Sasana Husada Clinic The purpose of this study was to determine the analysis of patient satisfaction with the quality of physiotherapy services in the Covid-19 pandemic era at the Sasana Husada Clinic, Jakarta. The study used a descriptive observational method with a cross sectional research design. The sample in this study was 62 people with a sampling technique using simple random sampling. This research was conducted by filling out a questionnaire by the patient. Data analysis was performed by univariate test analysis. The results of this study indicate that patient satisfaction based on the quality dimension of reliability 79.61%, patient satisfaction based on the assurance dimension 80.06%, patient satisfaction based on the tangibility quality dimension 81.67%, patient satisfaction based on the empathy quality dimension 78.12%, satisfaction patients based on responsiveness 77.80% and general patient satisfaction 78.06%. The conclusion is the quality of physiotherapy services in terms of satisfaction levels based on the assurance dimension, the patient's tangibility is very satisfied with the physiotherapy services provided and based on the dimensions of reliability, responsiveness, empathy and satisfaction in general, patients are satisfied with the physiotherapy services provided at the Sasana Husada Clinic, Jakarta. Suggestions are that the clinic is expected to increase the number of physiotherapy human resources and provide a comfortable place for patients during treatment.

Keywords: patient satisfaction, level of patient satisfaction, quality of physiotherapy services, five dimensions of quality.

ABSTRAK

Kepuasan adalah persepsi terhadap produk atau jasa yang telah memenuhi harapannya. Jadi kepuasan pelanggan adalah hasil dari akumulasi konsumen atau pelanggan dalam menggunakan produk atau jasa. Mutu pelayanan kesehatan adalah derajat dipenuhinya kebutuhan masyarakat atau perorangan terhadap asuhan kesehatan yang sesuai dengan standar profesi yang baik dengan pemanfaatan sumber daya secara wajar, efisien, efektif dalam keterbatasan kemampuan pemerintah dan masyarakat, serta diselenggarakan secara aman dan memuaskan pelanggan sesuai dengan norma dan etika yang baik. Berdasarkan observasi yang dilakukan dengan membagikan kuesioner *customer feedback* Klinik Sasana Husada, kepuasan pasien pada pasien rawat jalan pelayanan fisioterapi pada bulan Januari sampai Maret 2021 untuk kepuasan pasien diperoleh hasil 76%, dimana ada sekitar 24% yang merasa kurang puas dengan pelayanan fisioterapi yang diberikan di Klinik Sasana Husada Tujuan penelitian ini adalah mengetahui analisis kepuasan pasien terhadap mutu pelayanan fisioterapi di era pandemi Covid-19 di Klinik Sasana Husada Jakarta. Penelitian menggunakan metode *observational deskriptif* dengan desain penelitian *cross sectional*. Sampel pada penelitian ini 62 orang dengan teknik pengambilan sampel menggunakan *simple random sampling*. Penelitian ini dilakukan dengan cara pengisian kuesioner oleh pasien. Analisis data dilakukan dengan analisis uji univariat. Hasil dari penelitian ini menunjukkan bahwa kepuasan pasien berdasarkan dimensi mutu *reliability* 79,61%, kepuasan pasien berdasarkan dimensi *assurance* 80,06%, kepuasan pasien berdasarkan dimensi mutu *tangibility* 81,67%, kepuasan pasien berdasarkan dimensi mutu *empathy* 78,12%, kepuasan pasien berdasarkan *responsiveness* 77,80% dan kepuasan pasien secara umum 78,06%. Kesimpulan mutu pelayanan fisioterapi ditinjau dari tingkat kepuasan berdasarkan dimensi *assurance*, *tangibility* pasien merasa sangat puas dengan pelayanan fisioterapi yang diberikan dan berdasarkan dimensi *reliability*, *responsiveness*, *empathy* dan kepuasan secara umum pasien merasa puas dengan pelayanan fisioterapi yang diberikan di Klinik Sasana Husada Jakarta. Saran diharapkan klinik menambah jumlah SDM fisioterapi dan menyediakan tempat yang nyaman untuk pasien saat berobat.

Kata kunci : kepuasan pasien, tingkat kepuasan pasien, mutu pelayanan fisioterapi, lima dimensi mutu.