

ABSTRAK

Infertilitas merupakan salah satu masalah kesehatan reproduksi yang memiliki dampak terhadap aspek fisik, psikologis, sosial hingga ekonomi pada pasangan usia subur. Angka infertilitas di Indonesia diperkirakan mencapai 10 - 15 %, sementara di Sumatera Utara berkisaran 15 - 17% per tahun. Hasil ditemukan keluhan terkait waktu tunggu pemeriksaan, namun penelitian yang secara spesifik meneliti kepuasan pasien infertilitas dengan pendekatan SERVQUAL masih terbatas.

Jenis penelitian yang digunakan adalah kuantitatif dengan desain *Cross Sectional* dengan rancangan analitik. Populasi dalam penelitian ini sebanyak 1.228 pasien dengan sampel 94 responden yang dipilih dengan teknik *Consecutive Sampling*. Data diperoleh dari kuesioner tertutup dan analisis secara univariat, bivariat dengan *Chi-Square* serta multivariat dengan uji regresi logistik berganda.

Hasil penelitian menunjukkan tidak ada hubungan yang signifikan antara karakteristik dengan kepuasan pasien. Berdasarkan analisis bivariat, dimensi *Tangible*, *Responsiveness*, *Assurance*, dan *Empathy* berhubungan signifikan dengan kepuasan pasien, sedangkan *Reliability* tidak menunjukkan hubungan bermakna. Analisis multivariat menunjukkan bahwa *Assurance* dan *Empathy* berpengaruh signifikan secara bersama sama terhadap kepuasan pasien (Nagelkerke $R^2 = 0,329$), dengan *Empathy* sebagai faktor yang paling dominan (OR = 7,117; 95% CI 2,534–19,987). Dengan demikian dapat disimpulkan bahwa mutu pelayanan khususnya dimensi *Assurance* dan *Empathy*, memiliki peran penting dalam menentukan tingkat kepuasan pasien infertilitas.

Diharapkan manajemen Halim Fertility Center RSIA Stella Maris meningkatkan kompetensi empati tenaga kesehatan melalui pelatihan komunikasi dan pelayanan pada pasien. Perbaikan pada dimensi bukti fisik dan responsivitas, seperti kenyamanan ruang tunggu dan kecepatan penanganan keluhan.

Kata Kunci : Infertilitas, SERVQUAL, Kepuasan Pasien

ABSTRACT

Infertility is a reproductive health issue that has physical, psychological, social and even economic implications for couples of childbearing age. The rate of infertility in Indonesia is estimated to be between 10 and 15 per cent, whilst in North Sumatra it ranges from 15 to 17 per cent per year. Findings indicate complaints regarding waiting times for examinations; however, research specifically examining patient satisfaction amongst those with infertility using the SERVQUAL approach remains limited.

This was a quantitative study using a cross-sectional design with an analytical approach. The study population comprised 1,228 patients, with a sample of 94 respondents selected using consecutive sampling. Data were collected via a closed-ended questionnaire and analysed using univariate and bivariate analysis with the Chi-Square test, as well as multivariate analysis with multiple logistic regression.

The results of the study indicate that there is no significant association between these characteristics and patient satisfaction. Based on the bivariate analysis, the dimensions of Tangible, Responsiveness, Assurance and Empathy were significantly associated with patient satisfaction, whilst Reliability showed no significant association. Multivariate analysis showed that Assurance and Empathy jointly had a significant effect on patient satisfaction (Nagelkerke $R^2 = 0.329$), with Empathy being the most dominant factor (OR = 7.117; 95% CI 2.534–19.987). It can therefore be concluded that the quality of care particularly the dimensions of Assurance and Empathy—plays a crucial role in determining the level of satisfaction among infertility patients.

It is hoped that the management of the Halim Fertility Centre at RSIA Stella Maris will enhance healthcare staff's empathy skills through training in communication and patient care. Improvements should also be made to the dimensions of physical evidence and responsiveness, such as the comfort of the waiting area and the speed with which complaints are addressed.

Keywords : Infertility, SERVQUAL, Patient Satisfaction