

ABSTRAK

Kepuasan pasien menjadi pertanda utama dari standar pelayanan medis dan menjamin kelangsungan upaya layanan kesehatan di puskesmas. Keluhan ketidakpuasan pasien dapat bervariasi karena pandangan pasien atau masyarakat terhadap pemberian layanan dapat berbeda-beda, terutama dalam konteks pelayanan puskesmas. Faktor yang diduga berpengaruh terhadap kepuasan adalah bukti fisik, kehandalan, ketanggapan, jaminan, dan empati. Tujuan penelitian ini untuk menganalisis faktor-faktor yang mempengaruhi kepuasan pasien rawat jalan.

Penelitian ini adalah penelitian kuantitatif dengan pendekatan *cross sectional study*. Penelitian dilakukan di Poliklinik Puskesmas Olak Kemang Kota Jambi. Populasi penelitian sebanyak 583 orang, sampel diperoleh sebanyak 295 orang. Penarikan sampel secara *purposive sampling*. Analisis data secara univariat, bivariat dengan uji *chi-square*, dan multivariat dengan regresi logistik berganda pada tingkat kepercayaan 95% ($\alpha=0,05$).

Hasil penelitian menunjukkan bahwa faktor yang mempengaruhi tingkat kepuasan pasien rawat jalan yang berkunjung ke Poliklinik Puskesmas Olak Kemang Kota Jambi adalah bukti fisik/nyata ($p=0,000$, OR = 3,844), kehandalan ($p=0,000$, OR = 5,421), ketanggapan ($p=0,006$, OR = 2,420), dan jaminan ($p=0,000$, OR = 3,497), sedangkan variabel empati tidak berpengaruh ($p=0,774$). Variabel paling dominan pengaruhnya terhadap kepuasan pasien rawat jalan adalah variabel kehandalan, $\text{Exp(B)}/\text{OR} = 5,421$ artinya pasien yang menyatakan kehandalan staf medis Poliklinik Puskesmas Olak Kemang dalam kategori baik, berpeluang memiliki rasa puas sebesar 5,4 kali lebih tinggi dibandingkan pasien yang menyatakan kehandalan staf medis dalam kategori kurang baik.

Disarankan pihak Poliklinik Puskesmas Olak Kemang Kota Jambi melakukan evaluasi terhadap bukti fisik, mengoptimalkan kehandalan pelayanan, memperbaiki daya tanggap, dan mengoptimalkan jaminan pelayanan sehingga kepuasan pasien dapat ditingkatkan.

Kata Kunci : Kepuasan, Pasien, Poliklinik, Puskesmas

ABSTRACT

Patient satisfaction is the main sign of medical service standards and ensures the continuity of health service efforts at community health centers. Complaints of patient dissatisfaction can vary because the views of patients or the public regarding service delivery can vary, especially in the context of community health center services. Factors thought to influence satisfaction are physical evidence, reliability, responsiveness, assurance, and empathy. The aim of this research is to analyze the factors that influence outpatient satisfaction.

This research is quantitative research with a cross sectional study approach. The research was conducted at the Olak Kemang Health Center Polyclinic, Jambi City. The research population was 583 people, the sample obtained was 295 people. Sampling was purposive sampling. Data analysis was univariate, bivariate with the chi-square test, and multivariate with multiple logistic regression at the 95% confidence level ($\alpha=0.05$).

The results of the study show that the factors that influence the level of satisfaction of outpatients who visit the Olak Kemang Health Center Polyclinic, Jambi City are physical/real evidence ($p=0.000$, $OR = 3.844$), reliability ($p=0.000$, $OR = 5.421$), responsiveness ($p =0.006$, $OR = 2.420$), and assurance ($p=0.000$, $OR = 3.497$), while the empathy variable had no effect ($p=0.774$). The variable with the most dominant influence on outpatient satisfaction is the reliability variable, $Exp(B)/OR = 5.421$, meaning that patients who state that the reliability of the medical staff of the Olak Kemang Community Health Center Polyclinic is in the good category, are likely to have a sense of satisfaction that is 5.4 times higher than patients who stated that the reliability of medical staff was in the poor category.

It is recommended that the Olak Kemang Community Health Center Polyclinic, Jambi City, evaluate physical evidence, optimize service reliability, improve responsiveness, and optimize service guarantees so that patient satisfaction can be increased.

Keywords: Satisfaction, Patients, Polyclinic, Community Health Center