

## ABSTRAK

Berdasarkan hasil survei kepuasan di Indonesia, pada rumah sakit swasta, terjadi ketidakpuasan pasien rawat jalan sebesar 60,7%, sedangkan di rumah sakit pemerintah lebih tinggi 74,96%. Standar Pelayanan Minimal Rumah Sakit menyatakan kepuasan pasien harus mencapai 90%. Salah satu dampak dari ketidakpuasan yaitu menurunnya loyalitas atau keinginan memanfaatkan pelayanan kembali. Tujuan penelitian ini untuk menganalisis hubungan kepuasan orang tua dengan keinginan kembali memanfaatkan pelayanan rawat jalan di Poli Anak RSIA Stella Maris Medan tahun 2019.

Penelitian ini adalah penelitian studi analitik dengan desain *cross sectional*. Penelitian dilakukan di Poli Anak RSIA Stella Maris Medan. Populasi penelitian sebanyak 5.879 orang dan sampel diperoleh sebanyak 100 orang. Penarikan sampel dengan cara aksidental (*accidental sampling*). Analisis data menggunakan analisis univariat, analisis bivariat dengan uji *chi-square*, dan analisis multivariat dengan regresi logistik berganda pada tingkat kepercayaan 95% ( $\alpha=0,05$ ).

Hasil penelitian menunjukkan bahwa variabel yang berhubungan dengan keinginan kembali memanfaatkan pelayanan rawat jalan di Poli Anak RSIA Stella Maris Medan tahun 2019 yaitu pelayanan petugas ( $p= 0,016$ ), prosedur pelayanan ( $p=0,003$ ), dan lingkungan ( $p=0,0026$ ). Variabel yang tidak berhubungan yaitu kenyamanan ( $p=0,468$ ), dan hasil pelayanan ( $p=0,411$ ). Variabel yang paling besar pengaruhnya dalam penelitian ini adalah variabel prosedur pelayanan yang mempunyai nilai  $\text{Exp(B)/OR} = 7,959$  artinya orangtua yang merasa puas dengan prosedur pelayanan rumah sakit, berpeluang kembali memanfaatkan pelayanan rawat jalan sebesar 7,9 kali lebih tinggi dibandingkan orangtua yang kurang puas dengan prosedur pelayanan rumah sakit.

Kesimpulan bahwa keinginan orang tua memanfaatkan pelayanan rawat jalan yaitu pelayanan petugas, prosedur pelayanan dan lingkungan. Disarankan kepada pimpinan rumah sakit untuk lebih memperhatikan dan mengevaluasi pelayanan rawat jalan karena masih ada orang tua anak yang merasa kurang puas terhadap kenyamanan, pelayanan petugas, prosedur pelayanan, hasil pelayanan, dan lingkungan di Poli Anak Rumah Sakit Ibu dan Anak Stella Maris Medan.

**Kata Kunci :** Kepuasan Orang tua Anak, Keinginan Kembali, Rawat Jalan

## **ABSTRACT**

*Based on the results of the satisfaction survey in Indonesia, in private hospitals, outpatient dissatisfaction occurred by 60.7%, while in government hospitals 74.96% was higher. Hospital Minimum Service Standards state patient satisfaction must reach 90%. One of the effects of dissatisfaction is a decrease in loyalty or the desire to use the service again. The purpose of this study was to analyze the relationship between parental satisfaction and the desire to re-use outpatient services at the Children's Clinic at Stella Maris Hospital in 2019.*

*This research is an analytic study with cross sectional design. The study was conducted at the Children's Clinic of RSIA Stella Maris Medan. The study population was 5,879 people and the sample was obtained by 100 people. Sampling by accidental sampling. Data analysis used univariate analysis, bivariate analysis with chi-square test, and multivariate analysis with multiple logistic regression at 95% confidence level ( $\alpha = 0.05$ ).*

*The results showed that the variables related to the desire to re-use outpatient services at the Children's Clinic at Stella Maris Hospital in 2019 were service officers ( $p = 0.016$ ), service procedures ( $p = 0.003$ ), and environment ( $p = 0.0026$ ). Unrelated variables are comfort ( $p = 0.468$ ) and service results ( $p = 0.411$ ). The most influential variable in this study is the service procedure variable which has the value Exp (B) / OR = 7.959 meaning that parents who are satisfied with hospital service procedures have the opportunity to re-use outpatient services by 7.9 times higher than parents who less satisfied with hospital service procedures.*

*The conclusion that the wishes of parents take advantage of outpatient services namely service officers, service procedures and the environment. It is recommended to the hospital leadership to pay more attention and evaluate outpatient services because there are still parents of children who feel less satisfied with the comfort, service officers, service procedures, service results, and the environment at the Children's Polyclinic Hospital of Stella Maris Mother and Child Medan.*

**Keywords: Parental Satisfaction of Children, Desire to Return, Outpatient**