

ABSTRAK

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ANALISIS TINGKAT KEPUASAN PASIEN RAWAT JALAN RSUD SEKAYU DENGAN PENDEKATAN *IMPORTANCE PERFORMANCE ANALYSIS*

(xiii + 100 halaman: 8 gambar: 18 tabel: 9 lampiran)

Penelitian ini bertujuan untuk mengetahui seberapa jauh tingkat kepuasan pasien rawat jalan RSUD Sekayu dalam dimensi *Tangibility*, *Reliability*, *Responsiveness*, *Assurance* dan *Empathy*. Penelitian ini merupakan penelitian deskriptif. Penelitian dilakukan di RSUD Sekayu, Musi Banyuasin, Sumatera Selatan terhadap 385 pasien rawat jalan sebagai target populasi. Teknik pengumpulan data dilakukan dengan cara menyebarkan kuesioner dengan menggunakan *Accidental Sampling*. Data yang diperoleh kemudian dianalisa menggunakan metode *Importance Performance Analysis* (IPA) dengan bantuan program aplikasi SPSS for Windows ver. 27. Hasil penelitian ini menunjukkan bahwa pasien rawat jalan RSUD Sekayu tidak puas terhadap pelayanan rawat jalan dalam dimensi *Tangibility*, *Reliability*, *Responsiveness*, *Assurance* dan *Empathy*.

Kata Kunci : *Tangibility*, *Reliability*, *Responsiveness*, *Assurance*, *Empathy*,
Kepuasan pasien

ABSTRACT

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ANALYSIS OF THE LEVEL OF SATISFACTION OF OUTPATIENTS AT SEKAYU REGIONAL GENERAL HOSPITAL WITH AN IMPORTANCE PERFORMANCE ANALYSIS APPROACH

(xiii + 100 pages: 8 figures: 18 tables: 9 attachments)

This study aims to find out how far the satisfaction level of outpatients at RSUD Sekayu (Sekayu Regional General Hospital) is in the dimensions of Tangibility, Reliability, Responsiveness, Assurance and Empathy. This research is a descriptive study. The study was conducted at RSUD Sekayu, Musi Banyuasin, South Sumatra on 385 outpatients as a target population. The data collection technique is carried out by distributing questionnaires using Accidental Sampling. The data obtained were then analyzed using the Importance Performance Analysis (IPA) method with the help of the SPSS for Windows application program ver. 27. The results of this study showed that outpatients at Sekayu Regional General Hospital were dissatisfied with outpatient services in the dimensions of Tangibility, Reliability, Responsiveness, Assurance and Empathy.

Keywords : *Tangibility, Reliability, Responsiveness, Assurance, Empathy, Patient satisfaction*