

**FAKULTAS ILMU KESEHATAN
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PROGRAM STUDI KESEHATAN MASYARAKAT
PEMINATAN ADMINISTRASI KEBIJAKAN KESEHATAN**

ABSTRAK

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**FAKTOR-FAKTOR YANG BERHUBUNGAN DENGAN KEPUASAN
PASIEN RAWAT INAP DI RSUD CIAMIS TAHUN 2024**

Kepuasan pasien yakni perbandingan persepsi pasien atas pelayanan yang didapati dengan harapannya sebelum menerima pelayanan. Kepuasan pasien menjadi hal yang sangat penting. Tujuan penelitian ini guna menganalisis faktor apa saja yang berhubungan dengan kepuasan pasien di RSUD Ciamis tahun 2024. Penelitian dilaksanakan dengan metode kuantitatif, dengan desain *cross-sectional*. Variabel bebas dalam penelitian ini yaitu *reliability* (kehandalan), *responsiveness* (daya tanggap), *empaty* (empati), *tangible* (fisik), *assurance* (jaminan), variabel terikat dalam penelitian ini yaitu kepuasan pasien. Populasi dalam penelitian ini yaitu pasien rawat inap di RSUD Ciamis, untuk menentukan sampel menggunakan rumus Krejcie dan Morgan, sehingga besar sampel yang didapatkan sebanyak 252 orang. Teknik sampling yang diterapkan yakni *accidental sampling*. Analisis data terdiri dari Analisis Univariat dan Analisis Bivariat. Analisis Bivariat dilangsungkan dengan uji *chi square*. Hasil penelitian menunjukkan rata rata usia responden 35-44 dan 45-54 (23.8%), mayoritas jenis kelamin responden adalah perempuan (57.1%), mayoritas tingkat pendidikan SMA (57.1%), mayoritas pekerjaan responden yakni tidak bekerja/IRT (38,1%). Hasil analisis bivariat menunjukkan bahwa terdapat hubungan yang signifikan antara variabel *Reliability* dengan perolehan koefisien korelasi sebesar 0,614, *Responsiveness* dengan perolehan koefisien korelasi sebesar 0,637, *Tangibles* dengan perolehan koefisien korelasi sebesar 0,659, *Emphaty* dengan perolehan koefisien korelasi sebesar 0,643 serta *Assurance* dengan perolehan koefisien korelasi sebesar 0,653 dengan variabel Kepuasan Pasien.

Kata Kunci: *Reliability, Responsiveness, Tangibles, Emphaty, Assurance, Kepuasan Pasien.*

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ABSTRACT

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FACTORS RELATING TO INPATIENT SATISFACTION AT THE CIAMIS HOSPITAL IN 2024

Patient satisfaction is a comparison of patient perceptions of the services received with their expectations before receiving the service. Patient satisfaction is very important. The purpose of this study was to analyze what factors are related to patient satisfaction at Ciamis Regional Hospital in 2024. The study was conducted using a quantitative method, with a cross-sectional design. The independent variables in this study are reliability, responsiveness, empathy, tangible (physical), assurance, the dependent variable in this study is patient satisfaction. The population in this study were inpatients at Ciamis Regional Hospital, to determine the sample using the Krejcie and Morgan formula, so that the sample size obtained was 252 people. The sampling technique applied was accidental sampling. Data analysis consisted of Univariate Analysis and Bivariate Analysis. Bivariate analysis was carried out with the chi square test. The results of the study showed that the average age of respondents was 35-44 and 45-54 (23.8%), the majority of respondents were female (57.1%), the majority of high school education levels (57.1%), the majority of respondents' jobs were unemployed/housewives (38.1%). The results of the bivariate analysis showed that there was a significant relationship between the Reliability variable with a correlation coefficient of 0.614, Responsiveness with a correlation coefficient of 0.637, Tangibles with a correlation coefficient of 0.659, Empathy with a correlation coefficient of 0.643 and Assurance with a correlation coefficient of 0.653 with the Patient Satisfaction variable.

Keywords: Reliability, Responsiveness, Tangibles, Empathy, Assurance, Patient Satisfaction.