

ABSTRAK

Rumah sakit selaku penyelenggara pelayanan poli gigi dan mulut ditinjau dari pemiliknya dibedakan menjadi dua yaitu milik swasta dan milik pemerintah atau negeri. Rumah sakit milik swasta pada dasarnya mencari keuntungan, sehingga dalam mencari keuntungan ini mereka berupaya untuk memberikan pelayanan yang berkualitas, karena pemberian pelayanan yang berkualitas ini diduga menyebabkan tingkat kepuasan pasien di rumah sakit swasta dan milik pemerintah memiliki perbedaan. Penelitian ini dilakukan untuk mengetahui perbedaan tingkat kepuasan pasien terhadap dimensi kualitas pelayanan kesehatan gigi dan mulut di RSUD Semarang dan RSISA Semarang Tahun 2013.

Metode penelitian ini berjenis survei analitik dengan rancangan *cross sectional* dilakukan pada masing-masing 71 pasien rawat jalan di poli gigi RSUD Semarang dan RSISA Semarang. Perolehan data dilakukan dari penyebaran kuesioner yang kemudian dianalisis menggunakan uji Mann Whitney dan Regresi Logistik dengan probabilitas $p < 0,05$.

Berdasarkan uji Mann Whitney diperoleh hasil ada perbedaan dimensi-dimensi kualitas pelayanan yang meliputi *reliability*, *responsibility*, *assurance*, *tangible*, dan *empathy* di RSUD Semarang dan RSISA Semarang dengan nilai p masing-masing sebesar 0,000; 0,002; 0,032; 0,021; dan 0,000 ($p < 0,05$). Hasil uji regresi logistik menunjukkan *tangible* merupakan dimensi yang paling besar pengaruhnya terhadap kepuasan pasien (OR = 28,634), diikuti kemudian dengan *assurance* (OR = 21,406), *reliability* (OR = 14,588), *responsibility* (OR = 7,197), dan *empathy* (OR = 0,099).

Berdasarkan hasil penelitian dapat disimpulkan bahwa ada perbedaan dimensi kualitas pelayanan kesehatan gigi dan mulut terhadap kepuasan pasien di RSUD dan RSISA Semarang.

Kata kunci: kepuasan pasien, *reliability*, *responsibility*, *assurance*, *tangible*, dan *empathy*

ABSTRACT

Hospitals as providers of dental and mouth care poly in terms of its owners divided into two privately-owned and government-owned or state. Private hospitals are basically looking for a profit, so that due to seek profit, they try to provide a best quality service, because with the quality service is thought to cause the level of satisfaction of patients in private hospitals and government-owned are different. This study was conducted to determine differences in the level of patient satisfaction with the quality dimensions of oral health care in two hospital in Semarang that are RSISA and RSUD in 2013.

This research method uses analytical survey method with cross sectional design that performed on each of the 61 patients in the outpatient dental poly of RSISA and RSUD Semarang. Data obtain from questionnaires then analyzed using the Mann Whitney test and logistic regression with a probability of $p < 0.05$.

Based on the results obtained by Mann Whitney test found there was no difference dimensions of service quality include reliability, responsibility, assurance, tangible, and empathy in RSISA and RSUD Semarang with a p-value of 0.000, respectively; 0.002; 0,032; 0.021; and 0.000 ($p < 0.05$). The results of logistic regression showed a tangible is the greatest dimension that effect on patient satisfaction (OR = 28.634), followed by assurance (OR = 21.406), reliability (OR = 14.588), responsibility (OR = 7.197), and empathy (OR = 0.099).

Based on the results of this study concluded that there are differences in the dimensions of quality oral health care to patient satisfaction in hospitals and RSISA Semarang.

Keywords: patient satisfaction, reliability, responsibility, assurance, tangible, and empathy