

HUBUNGAN KUALITAS PELAYANAN KEPERAWATAN DENGAN TINGKAT KEPUASAN KLIEN BPJS DI RUANG RAWAT INAP DI RSUD TARAKAN JAKARTA

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Abstrak

Kepuasan klien merupakan salah satu indikator utama dalam meningkatkan mutu pelayanan kesehatan, Oleh karena itu, tingkat kepuasan klien menjadi tolok ukur penting dalam mengevaluasi keberhasilan layanan yang diberikan oleh fasilitas kesehatan. Tingkat kepuasan klien BPJS terhadap pelayanan keperawatan di rumah sakit ini tercatat sebesar 88,34%, masih di bawah standar WHO yaitu 95%. Beberapa faktor yang memengaruhi ketidakpuasan klien antara lain perilaku perawat yang kurang sopan, kurangnya kejelasan informasi, serta komunikasi yang tidak efektif. Penelitian ini bertujuan untuk menganalisis hubungan antara kualitas pelayanan keperawatan dan kepuasan klien BPJS. Metode yang digunakan adalah penelitian kuantitatif dengan desain cross-sectional, melibatkan 124 responden yang dipilih menggunakan teknik purposive sampling. Pengumpulan data dilakukan melalui kuesioner terkait kualitas pelayanan keperawatan dan tingkat kepuasan klien BPJS, yang kemudian dianalisis menggunakan uji Chi Square. Hasil analisis menunjukkan adanya hubungan signifikan antara kualitas pelayanan keperawatan dan tingkat kepuasan klien BPJS dengan nilai $p < 0,000$ ($p < 0,05$), CI 95%, dan OR 9,0008. Dari total 124 responden, sebanyak 74,2% klien merasa tidak puas ketika kualitas pelayanan dianggap rendah, sedangkan 75,8% merasa puas dengan pelayanan yang baik. Penelitian ini merekomendasikan peningkatan komunikasi yang lebih efektif, perhatian terhadap kebutuhan klien, serta pelatihan pelayanan yang menekankan pada empati. Langkah-langkah ini diharapkan dapat meningkatkan kepuasan klien dan membantu rumah sakit mencapai standar kepuasan WHO.

Kata Kunci: Pelayanan Keperawatan, Kepuasan Klien BPJS

***THE RELATIONSHIP BETWEEN THE QUALITY OF
NURSING SERVICES AND THE LEVEL OF SATISFACTION
OF BPJS CLIENTS IN THE INPATIENT ROOM AT TARAKAN
REGIONAL HOSPITAL JAKARTA***

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Abstract

Client satisfaction is one of the main indicators in improving the quality of health services, therefore, the level of client satisfaction is an important benchmark in evaluating the success of services provided by health facilities. The level of BPJS client satisfaction with nursing services in this hospital was recorded at 88.34%, still below the WHO standard of 95%. Some factors that influence client dissatisfaction include impolite nurse behavior, lack of clarity of information, and ineffective communication. This study aims to analyze the relationship between nursing service quality and BPJS client satisfaction. The method used was quantitative research with a cross-sectional design, involving 124 respondents selected using purposive sampling technique. Data were collected through questionnaires related to the quality of nursing services and the level of satisfaction of BPJS clients, which were then analyzed using the Chi Square test. The results of the analysis showed a significant relationship between the quality of nursing services and the level of satisfaction of BPJS clients with a p value of 0.000 ($p < 0.05$), 95% CI, and OR 9.0008. Of the total 124 respondents, 74.2% of clients were dissatisfied when the quality of service was considered low, while 75.8% were satisfied with good service. This study recommends more effective communication, attention to client needs, and service training that emphasizes empathy. These measures are expected to improve client satisfaction and help the hospital achieve WHO satisfaction standards.

Keyword: *Nursing Services, BPJS Client Satisfaction*