

ANALISA TINGKAT KEPUASAN PESERTA ASKES SOSIAL PT ASKES TERHADAP PELAYANAN DOKTER KELUARGA DI KABUPATEN SEMARANG TAHUN 2012

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ABSTRAK

Program Dokter Keluarga di Kabupaten Semarang sudah dilaksanakan sejak tahun 2005. Jumlah peserta Askes yang terdaftar 39.169 dari total 55.795. Survey awal terhadap 10 peserta Askes dokter keluarga terdapat ketidakpuasan tentang fasilitas pelayanan di dokter keluarga. Tujuan Penelitian adalah mengetahui tingkat kepuasan peserta askes sosial terhadap pelayanan dokter keluarga.

Penelitian ini termasuk jenis deskriptif analitik menggunakan rancangan cross sectional. Instrumen penelitian menggunakan kuesioner. Data dianalisa menggunakan Importance-Performance Analysis (IPA) dimasukkan dalam diagram kartesius.

Hasil penelitian tingkat kesesuaian pada dimensi reliability adalah 93,81%, responsiveness adalah 92,06%, assurance adalah 94,65%, empathy adalah 93,45%, tangible adalah 95,47%. Analisa menggunakan diagram kartesius menunjukkan mayoritas berada di kuadran B dan C. Pada kuadran B terdapat 12 item, berarti sudah memuaskan, pada kuadran C 11 item cukup memuaskan, pada kuadran D terdapat 5 item berarti sudah sangat memuaskan. Namun pada kuadran A terdapat 5 item. Pada kuadran ini perlu diprioritaskan karena harapan pasien di kuadran ini tinggi namun pelaksanaannya masih dirasa kurang sehingga menimbulkan ketidakpuasan peserta.

Untuk meningkatkan pelayanan di dokter keluarga maka disarankan perlu kejelasan informasi penyakit, perlu tindakan cepat penanganan pasien, perlu keandalan dalam pemberian obat dan mendiagnosa penyakit, tidak lamanya waktu tunggu periksa. Perlu penataan ruangan dan pembersihan lingkungan. Perlu dilakukan standarisasi minimal pelayanan dokter keluarga dan penilaian kinerja serta evaluasi dari pasien.

Kata Kunci : Kepuasan, Askes Sosial, Dokter Keluarga

ANALYSIS OF THE LEVEL OF SATISFACTION OF SOCIAL HEALTH INSURANCE A PARTICIPANTS PT ASKES TOWARD FAMILY PHYSICIAN SERVICE IN SEMARANG REGENCY IN 2012

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ABSTRACT

Family Physician Program in Semarang Regency has been done since 2005. The number of employees registered in Askes participants is 39.169 out of 55.795. The preliminary survey on 10 Askes participants showed that thereâ€™s a disappointment on the service of family physician. The research was done to recognize PT Askesâ€™ Askes Sosial participantsâ€™ satisfaction analysis to family physician service. This was an analytic descriptive research using cross sectional design. Questionnaire was used as the instrument in the research. Data obtained was then analyzed using Importance-Performance Analysis (IPA) that was put into Cartesius diagram.

The compliance level result on reliability dimension is 93,81%, responsiveness 92,06%, assurance 94,65%, empathy 93,45%, and tangible 95,47%. The analysis using Cartesius diagram showed that most of them are in Quadrant B and C. There are 12 items in quadrant B, which means satisfactory, 11 items are in quadrant C which means fair, 5 items are in quadrant D that means very satisfactory. But there are still 5 items in quadrant A that need to be prioritized because the patients have high expectation but the service canâ€™t fulfill their needs so that the participants are dissatisfied.

To improve the service in family physician program, it is necessary to give clear information about the disease, give better handling to the patients, have an excellent ability in giving prescription and diagnosing the disease, reduce the waiting time, have a good room arrangement and clean environment, standardize the family physician service and have a performance assessment from the patients.

Keyword : Kepuasan, Askes Sosial, Dokter Keluarga