

ABSTRAK

EVALUASI TINGKAT KEPUASAN PASIEN TERHADAP PELAYANAN KEBIDANAN DI PRAKTIK MANDIRI BIDAN KABUPATEN KONAWE SELATAN SULAWESI TENGGARA

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Pelayanan kebidanan merupakan bagian penting dari sistem pelayanan kesehatan yang berperan dalam meningkatkan derajat kesehatan ibu dan anak. Tingkat kepuasan pasien menjadi indikator utama dalam menilai mutu pelayanan kebidanan, khususnya pada praktik mandiri bidan. Penelitian ini bertujuan untuk mengevaluasi tingkat kepuasan pasien serta menganalisis hubungan antara kualitas pelayanan kebidanan dengan tingkat kepuasan pasien berdasarkan dimensi SERVQUAL yang meliputi tangibles, reliability, responsiveness, assurance, dan empathy. Penelitian ini menggunakan metode kuantitatif dengan desain cross sectional. Populasi dan sampel penelitian adalah seluruh pasien yang mendapatkan pelayanan kebidanan di Praktik Mandiri Bidan Diana Dahlan, S.ST Kecamatan Lalembuu, Kabupaten Konawe Selatan pada bulan Mei–Juni 2025 sebanyak 30 responden, dengan teknik total sampling. Pengumpulan data dilakukan menggunakan kuesioner tertutup dengan skala Likert dan dianalisis menggunakan uji korelasi Spearman's rho. Hasil penelitian menunjukkan bahwa tingkat kepuasan pasien terhadap pelayanan kebidanan berada pada kategori sangat puas. Seluruh dimensi kualitas pelayanan kebidanan memiliki hubungan yang signifikan dengan tingkat kepuasan pasien, dengan dimensi reliability dan assurance menunjukkan hubungan yang paling kuat. Kesimpulan penelitian ini adalah terdapat hubungan yang signifikan antara kualitas pelayanan kebidanan dan tingkat kepuasan pasien di praktik mandiri bidan, sehingga bidan diharapkan dapat mempertahankan dan meningkatkan mutu pelayanan kebidanan guna meningkatkan kepuasan dan kepercayaan pasien.

Kata Kunci: Kepuasan Pasien, Pelayanan Kebidanan, SERVQUAL, Praktik Mandiri Bidan

ABSTRACT

EVALUATION OF PATIENT SATISFACTION LEVEL TOWARD MIDWIFERY SERVICES AT INDEPENDENT MIDWIFE PRACTICES IN SOUTH KONAWA REGENCY SOUTHEAST SULAWESI

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Midwifery services are an essential part of the healthcare system that play a role in improving maternal and child health status. Patient satisfaction is a key indicator in assessing the quality of midwifery services, particularly in independent midwife practices. This study aims to evaluate patient satisfaction levels and analyze the relationship between the quality of midwifery services and patient satisfaction based on the SERVQUAL dimensions, which include tangibles, reliability, responsiveness, assurance, and empathy. This study employed a quantitative method with a cross-sectional design. The population and sample consisted of all patients who received midwifery services at the Independent Midwife Practice of Diana Dahlan, S.ST, Lalembuu District, South Konawe Regency, during May–June 2025, totaling 30 respondents, using a total sampling technique. Data were collected using a closed-ended questionnaire with a Likert scale and analyzed using the Spearman's rho correlation test. The results showed that the level of patient satisfaction with midwifery services was categorized as very satisfied. All dimensions of midwifery service quality had a significant relationship with patient satisfaction, with the reliability and assurance dimensions showing the strongest relationships. The conclusion of this study is that there is a significant relationship between the quality of midwifery services and patient satisfaction in independent midwife practices; therefore, midwives are expected to maintain and improve the quality of midwifery services to enhance patient satisfaction and trust.

Keywords: Patient Satisfaction, Midwifery Services, SERVQUAL, Independent Midwife Practice