

RELATIONSHIP OF SERVICE QUALITY IN THE DENTAL CLINIC WITH PATIENT SATISFACTION FAST ORTHODONTIC CONTROL DURING THE COVID-19 PANDEMIC

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ABSTRACT

Background: The COVID-19 pandemic has forced dental clinics to pay attention to health protocols so that patients feel comfortable with the quality of services provided. Results Based on preliminary studies obtained data, 50% of respondents said it was quite good, and the level of patient satisfaction obtained by data was 40% of respondents said they were not satisfied.

Purpose of the study: It is known that there is a relationship between the quality of orthodontic services and patient satisfaction at the dental clinic during the COVID-19 pandemic.

Research methods: This study uses an analytical survey with a cross sectional approach, the number of samples is 38 respondents. The variables of this study were the quality of fixed orthodontic services and fixed orthodontic patient satisfaction. The research was conducted in August-September 2021. The data collection method used a questionnaire through online media (*goole form*). Data analysis used bivariate analysis, presented in the form of cross tabulation with correlation test (*kendels tau*).

Results: female respondents as many as 24 respondents (63.2%), respondents aged 13-18 years as many as 25 respondents (65.8%), respondents with high school education (SMA) as many as 26 respondents (68.4%), respondents stated the quality of service is quite good as many as 16 respondents (42.1%), besides that respondents stated that they were quite satisfied as many as 16 respondents (42.1%), the quality of service was quite good having patient satisfaction which was quite satisfied as many as 10 respondents (26.3%) and The results of the Kendalls tau test have a significance value of 0.014 and a correlation coefficient of 0.362.

Conclusion: The quality of service at the Max + Dental Care Bumijo dental clinic is strongly related to patient satisfaction during the COVID-19 pandemic.

Keywords: Service quality, satisfaction

HUBUNGAN KUALITAS PELAYANAN DI KLINIK GIGI DENGAN KEPUASAN PASIEN KONTROL ORTHODONTIC CEKAT DI MASA PANDEMI COVID-19

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ABSTRAK

Latar belakang: Pandemi covid-19 membuat klinik gigi perlu menaati protokol kesehatan sehingga pasien merasa nyaman dengan kualitas pelayanan yang di berikan. Berdasarkan hasil studi pendahuluan di dapatkan data, 50% responden menyatakan cukup baik, serta tingkat kepuasan pasien didapatkan data 40% responden menyatakan kurang puas.

Tujuan penelitian: Diketahui adanya hubungan kualitas pelayanan orthodontik dengan kepuasan pasien di klinik gigi pada masa pandemi covid-19.

Metode penelitian: Penelitian ini menggunakan survey analitik dengan pendekatan *cross sectional*, jumlah sampel 38 responden. Variabel penelitian ini adalah kualitas pelayanan orthodontik cekat dan kepuasan pasien orthodonti cekat. Penelitian dilakukan bulan Agustus-September 2021. Metode pengumpulan data menggunakan kuisisioner melalui media online (*goole form*). Analilis data menggunakan analisis bivariat, disajikan dalam bentuk tabulasi silang dengan uji korelasi (*kendalls tau*).

Hasil penelitian: responden berjenis kelamin perempuan sebanyak 24 responden (63,2%), responden berusia 13-18 tahun sebanyak 25 responden (65,8%), responden berpendidikan sekolah menengah atas (SMA) sebanyak 26 responden (68,4%), responden menyatakan kualitas pelayanan cukup baik sebanyak 16 responden (42,1%), selain itu responden menyatakan cukup puas sebanyak 16 responden (42,1%), kualitas pelayanan cukup baik memiliki kepuasan pasien yang cukup puas sebanyak 10 responden (26,3%) dan hasil uji kendalls tau memiliki nilai signifikansi sebesar 0,014 dan nilai koefisien korelasi 0,362.

Kesimpulan: Kualitas pelayanan di klinik gigi Max + Dental Care Bumijo berhubungan kuat dengan kepuasan pasien di masa pandemi covid-19.

Kata kunci: Kualitas pelayanan, kepuasan