

ABSTRAK

UNIVERSITAS MUHAMMADIYAH JEMBER
PROGRAM STUDI S1 ILMU KEPERAWATAN
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Skripsi, Juni 2026
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Hubungan Dimensi *Assurance* dengan Kepuasan Pasien di Ruang VIP RSUD
Blambangan Banyuwangi

xviii + 120 Lembar + Daftar Pustaka 4 + 13 Tabel + 18 Lampiran

Abstrak

Kualitas pelayanan kesehatan yang baik, khususnya pada dimensi *assurance* (jaminan pelayanan), berperan penting dalam menentukan tingkat kepuasan pasien, sesuai temuan studi pendahuluan di Ruang VIP RSUD Blambangan yang menunjukkan adanya kesenjangan antara harapan dan persepsi pasien terhadap pelayanan pada aspek *assurance*. Penelitian ini bertujuan untuk mengetahui hubungan dimensi *assurance* dengan kepuasan pasien di Ruang VIP RSUD Blambangan. Desain penelitian ini menggunakan desain kuantitatif analitik korelasional dengan pendekatan *cross-sectional*. Populasi penelitian adalah seluruh pasien rawat inap di Ruang VIP RSUD Blambangan dengan rata-rata kunjungan 56 pasien per bulan. Sampel berjumlah 49 responden, dipilih menggunakan teknik *purposive sampling*. Instrumen yang digunakan adalah kuesioner dimensi *assurance* dan kuesioner kepuasan pasien, masing-masing terdiri dari 20 item pernyataan dengan skala Likert. Analisis data menggunakan uji *Spearman Rank*. Hasil penelitian menunjukkan sebagian besar dimensi *assurance* berada pada kategori Baik sebesar 79,6%. Sebanyak 85,7% pasien menyatakan puas terhadap pelayanan yang diterima. Ada hubungan positif yang signifikan antara dimensi *assurance* dengan kepuasan pasien dengan kekuatan hubungan kuat ($p = 0,000$; $r = 0,686$). Kesimpulannya semakin baik pelaksanaan dimensi *assurance* oleh tenaga kesehatan, semakin tinggi tingkat kepuasan pasien. Peran tenaga kesehatan sangat penting dalam meningkatkan kompetensi, kesopanan, dan kemampuan menumbuhkan rasa percaya guna mempertahankan serta meningkatkan kepuasan pasien.

Kata Kunci: *Assurance*, Kepuasan Pasien, Ruang VIP

Daftar Pustaka: (2015 – 2025)

ABSTRACT

MUHAMMADIYAH UNIVERSITY OF JEMBER
UNDERGRADUATE NURSING STUDY PROGRAM
FACULTY OF HEALTH SCIENCES

Thesis, June 2026
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*Relationship Between the Assurance Dimension and Patient Satisfaction in the
VIP Ward of RSUD Blambangan Banyuwangi*

xviii + 120 Pages + Bibliography 4 + 13 Tables + 18 Attachment

Abstract

Good quality of healthcare services, particularly in the assurance dimension, plays an important role in determining patient satisfaction levels, as shown by a preliminary study in the VIP Ward of RSUD Blambangan that revealed a gap between patients' expectations and perceptions of service regarding the assurance aspect. This study aimed to determine the relationship between the assurance dimension and patient satisfaction in the VIP Ward of RSUD Blambangan. This study used a quantitative analytical correlational design with a cross-sectional approach. The study population consisted of all inpatients in the VIP Ward of RSUD Blambangan, with an average of 56 patients per month. The sample consisted of 49 respondents, selected using purposive sampling technique. The instruments used were an assurance dimension questionnaire and a patient satisfaction questionnaire, each consisting of 20 statement items with a Likert scale. Data were analyzed using the Spearman Rank correlation test. The results showed that most of the assurance dimension was in the Good category (79.6%). A total of 85.7% of patients stated that they were satisfied with the services received. There was a significant positive relationship between the assurance dimension and patient satisfaction with a strong correlation strength ($p = 0.000$; $r = 0.686$). In conclusion, the better the implementation of the assurance dimension by healthcare workers, the higher the level of patient satisfaction. Healthcare workers play an important role in improving competence, courtesy, and the ability to foster trust in order to maintain and improve patient satisfaction.

Keywords: Assurance, Patient Satisfaction, VIP Ward

References: (2015 – 2025)