

# Analisis kepuasan pelanggan perizinan pengobat tradisional pada Suku Dinas Pelayanan Kesehatan Jakarta Barat tahun 2004 dan upaya perbaikannya

Ezzy.R., author

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## Abstrak

Berkembangnya pelaku usaha pengobatan tradisional di kota-kota besar seperti Jakarta mengharuskan pemerintah untuk perlu melakukan pengawasan dalam aktifitas tersebut. Salah satu bentuk dad pengawasan pemerintah melalui Suku Dinas Pelayanan Kesehatan adalah memberikan izin usaha kepada mereka. Kasus di wilayah ke1ja Suku Dinas Yankes Jakarta Barat memperlihatkan kecenderungan rendahnya minat pengobat tradisional tersebut untuk mengurus izin pengobat tradisional mereka. Minat pengobat tradisional untuk mengurus izin ini berhubungan dengan kepuasan pelanggan. Menurut Supranto, (2001) kepuasan pelanggan >90% akan meningkatkan minat seseorang untuk datang kembali.

Penelitian ini dilakukan untuk mengetahui tingkat kepuasan pelanggan perizinan pengobat tradisional serta upaya untuk meningkatkan kepuasan pelanggan guna memperbaiki mutu layanan perizinan pengobat tradisional pada Suku Dinas Pelayanan Kesehatan Jakarta Barat. Menggunakan 5 dimensi servqual Parasuraman, (1990) yang telah disesuaikan dengan kebutuhan dan harapan pelanggan perizinan pengobat tradisional, sebelumnya dilakukan elaborasi konsep dan elaborasi dikalangan pengobat tradisional dengan cara wawancara mendalam pada pengobat tradisional yang belum dan telah mendapat izin serta Focus Group Discussion (FGD) pada pengobat tradisional yang telah mendapatkan izin.

Hasilnya disajikan kedalam bentuk kuesioner yang digunakan pada tahap selanjutnya yaitu tahap kuantitatif dengan mempergunakan desain cross sectional pada pelanggan perizinan Sudin Yankes Jakarta Barat yang mengurus izin pada tahun 2004, dengan pengambilan sampel secara purposif Penelitian ini dilakukan pada bulan Agustus sampai Oktober 2005. Dari penelitian ini diperoleh gambaran tingkat kepuasan pelanggan perizinan dengan menggunakan cut of point 83,18% (median) (<83,17% tidak puas, >83,18% puas) didapatkan 50,5% responden menyatakan puas, sedangkan 49,5% responden menyatakan tidak puas. Pada uji statistik yang dilakukan, 4 dimensi servqual berhubungan dengan kepuasan pelanggan secara keseluruhan yaitu reliability responsiveness, assurance, dan empathy. Sedangkan dimensi yang sangat mempengaruhi kepuasan pelanggan secara keseluruhan adalah assurance. Karakteristik responden yang berhubungan dengan total kepuasan secara umum adalah umur, pendidikan, pekerjaan, jenis pengobatan tradisional, sedangkan pada uji multivariate karakteristik yang paling dominan mempengaruhi total kepuasan adalah pekerjaan.

Permasalahan yang berhubungan dengan kepuasan pelanggan ini karena belum adanya standarisasi dari prosedur pengurusan izin pengobat tradisional, proses pengurusan yang berbelit dan belum tersosialisasinya peraturan dari Depkes tentang pentingnya izin pengobat tradisional bagi seluruh pengobat tradisional yang melakukan usaha pelayanan, serta belum terjalinnya kerja sama lintas sektoral dengan instansi terkait. Untuk itu Suku Dinas Pelayanan Kesehatan harus membuat prosedur dan alur proses perizinan, segera melakukan sosialisasi terhadap pengobat tradisional yang belum mempunyai izin, menjalin kerja sama lintas sektoral serta membuat kotak saran. Belum semua petugas Sudin Yankes Jakarta Barat bersikap customer oriented, dikarenakan mereka beranggapan pengobat tradisional lah yang membutuhkan mereka. Sudin harus dapat

merubah sikap tersebut.

.....The growing of business on traditional medication big cities such as Jakarta has imposed the Government, in this case is the Health Agency, to control the business. A possible form of controlling mechanism is through requiring the business practitioners to get a working license. It is found that the practitioners from the West Jakarta Yankes Sub-Service tend to reluctant or have no interest to administer their business in order to get a license. The interest of those traditional medication practitioners to have a license is related to what is called as customer satisfaction. According to Supranto (2001), customer satisfaction is significantly (90%) related to whether one will re-order a product or service.

This research aims to investigate the satisfaction level of traditional medication practitioners as customers of licensing services provided by the Health Service Agency of West Jakarta. This study has used five dimension of servqual (Parasuraman, 1990) adjusted with the customer needs and expectation. Prior to this survey, an elaboration of the concept as realized by those traditional medical practitioners has been undertaken through a circumstantial interview involving those who have already such a license and those who do not have. Then, to understand further a focus group discussion (FGD) participated by those who have already such a license has been also arranged.

The findings of the two steps have been then formulated to become a set of questionnaire for the survey. The survey employs cross sectional design in which the population is those practitioners who come to get a license during the year of 2004. Samples participated in this survey that is undertaken August to October 2005 have been selected through a purposive sampling method. This research through a statistical test with 4 dimensions of servqual related to consumer satisfaction reliability, responsiveness, assurances, and empathy has found that by using cut off point 83.18% (median), in which <83.17% not satisfied, >83.18% satisfied, 50.5% respondents are satisfied while 49.5% not satisfied. Meanwhile, the dimension that is related very significantly to consumer satisfaction is assurance. The respondents characteristics that are related to total satisfaction are education, occupation, traditional medication kinds while the most dominant characteristic that affects the total satisfaction in a multivariate test is occupation.

It has been found that problems related with the customer satisfaction are having no standardized procedure on licensing mechanism, not yet socialized Depkes regulation about the importance of traditional medication license for all practitioners, and also no cross-sectoral cooperation with related institute. Therefore Sudin Yankes is required to develop procedure and licensing process plot, to undertake immediately such socialization involving those practitioners not yet have license, and to introduce a cross sectoral cooperation. Another finding is it has been not yet all of Sudin Yankes officials of West Jakarta are customer oriented people because they believe that those who are in needs of the licensing services are them, the traditional medication practitioners. Certainly, this attitude should be changed. The findings of this research are useful for Sudin Yankes of West Jakarta in order to improve its licensing services so that all the traditional medication practitioners could be registered and will run Kepmenkes RI No. 1076/Menskes/SK/VII/2003 to protect public malpractices.