

ABSTRAK

Sutoyo, NIM 82302425035. 2026. “Pengaruh Program Rujuk Balik (PRB) terhadap Kepuasan Pasien BPJS di Puskesmas Kroya II”. Tesis Program Studi Magister Manajemen Pascasarjana Universitas Galuh.

Program Rujuk Balik (PRB) merupakan salah satu program BPJS Kesehatan yang bertujuan menjamin kesinambungan pelayanan bagi pasien penyakit kronis yang telah dinyatakan stabil oleh dokter spesialis untuk mendapatkan pelayanan lanjutan di Fasilitas Kesehatan Tingkat Pertama (FKTP). Keberhasilan pelaksanaan PRB sangat dipengaruhi oleh kualitas pelayanan yang diberikan dan berpotensi memengaruhi tingkat kepuasan pasien. Penelitian ini bertujuan untuk menganalisis pelaksanaan Program Rujuk Balik, menganalisis tingkat kepuasan pasien BPJS, serta menganalisis pengaruh Program Rujuk Balik terhadap kepuasan pasien BPJS di Puskesmas Kroya II.

Penelitian ini menggunakan metode kuantitatif dengan jenis penelitian explanatory research dan pendekatan cross sectional. Populasi penelitian adalah seluruh pasien BPJS peserta Program Rujuk Balik di Puskesmas Kroya II sebanyak 247 orang. Sampel penelitian berjumlah 71 responden yang diperoleh menggunakan teknik accidental sampling. Pengumpulan data dilakukan melalui kuesioner dengan skala Likert dan dianalisis menggunakan statistik deskriptif, uji normalitas Kolmogorov-Smirnov, serta uji korelasi Pearson Product Moment.

Hasil penelitian menunjukkan bahwa pelaksanaan Program Rujuk Balik di Puskesmas Kroya II berada pada kategori baik, yang ditunjukkan oleh kemudahan administrasi, ketersediaan obat, kejelasan alur pelayanan, komunikasi petugas, serta kecepatan dan ketepatan pelayanan yang memperoleh penilaian positif dari

seluruh responden. Tingkat kepuasan pasien BPJS juga berada pada kategori tinggi. Hasil uji korelasi menunjukkan terdapat hubungan positif dan signifikan antara Program Rujuk Balik dengan kepuasan pasien BPJS dengan nilai koefisien korelasi (r) sebesar 0,654 dan nilai signifikansi 0,000 ($p < 0,05$). Program Rujuk Balik memberikan kontribusi sebesar 42,8% terhadap variasi kepuasan pasien, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian.

Berdasarkan hasil penelitian dapat disimpulkan bahwa semakin baik pelaksanaan Program Rujuk Balik, maka semakin tinggi tingkat kepuasan pasien BPJS di Puskesmas Kroya II.

Kata Kunci: Program Rujuk Balik, BPJS Kesehatan, Kepuasan Pasien, Pelayanan Kesehatan, Puskesmas.

ABSTRACT

Sutoyo. Student ID Number 82302425035. 2026. The Effect of the Referral Back Program (Program Rujuk Balik/PRB) on BPJS Patients' Satisfaction at Kroya II Community Health Center. Master's Thesis, Master of Management Program, Graduate School of Galuh University. The Referral Back Program (Program Rujuk Balik/PRB) is one of the programs implemented by BPJS Kesehatan to ensure continuity of care for patients with chronic diseases who have been declared clinically stable by specialist physicians and referred back to Primary Health Care Facilities (PHCFs) for further treatment. The success of the implementation of the Referral Back Program is closely related to the quality of health services provided and may influence patient satisfaction. This study aimed to analyze the implementation of the Referral Back Program, examine the level of BPJS patient satisfaction, and determine the effect of the Referral Back Program on BPJS patients' satisfaction at Kroya II Community Health Center.

This study employed a quantitative method using an explanatory research design with a cross-sectional approach. The population consisted of 247 BPJS patients enrolled in the Referral Back Program at Kroya II Community Health Center. A total of 71 respondents were selected using an accidental sampling technique. Data were collected through questionnaires using a Likert scale and analyzed using descriptive statistics, the Kolmogorov-Smirnov normality test, and Pearson Product-Moment correlation analysis.

The results indicated that the implementation of the Referral Back Program at Kroya II Community Health Center was categorized as good, as reflected by the ease of administrative procedures, availability of medicines, clarity of service procedures, effective communication by healthcare personnel, and the speed and accuracy of services, all of which received positive assessments from respondents. The level of BPJS patient satisfaction was also

categorized as high. The Pearson correlation test revealed a positive and significant relationship between the Referral Back Program and BPJS patient satisfaction, with a correlation coefficient (r) of 0.654 and a significance value of 0.000 ($p < 0.05$). The Referral Back Program contributed 42.8% to the variation in patient satisfaction, while the remaining 57.2% was influenced by other factors not examined in this study. It can be concluded that the better the implementation of the Referral Back Program, the higher the level of BPJS patient satisfaction at Kroya II Community Health Center.

Keywords: Referral Back Program, BPJS Health, Patient Satisfaction, Health Services, Community Health Center.