

## Menilai tingkat kepuasan pasien rawat jalan pada rumah sakit PGI Cikini

Simanjuntak, Batara Ronald, author

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### Abstrak

Masalah kesehatan adalah masalah bangsa yang perih mendapat perhatian dari senora pihak sehingga dipclrukan implementasi terhadap mekanisme pelayanan kesehatan yang baik dan benar. Departemcn Keschatan telah menetapkan nisi Indonesia "Sehat 2010" yang ditandai dengan standard hidup penduduk yang sehat dalam lingkungan yang sehat, berperilaku sehat, dan mampu menjangkau pelayanan kesehatan yang bcrmutu yang disediakan oleh pemerintah danlatau masyarakat sendiri, serta ditandainya adanya peran serta masyarakat dan berbagai sektor pemerintah meningkatkan kesehatan. Pemerintah mengembangkan infrastruktur pelayanan kesehatan karma sektor pelayanan kesehatan menipakan bagian dari sistem yang lebih luas dalam masyarakat dan pemerintahan dalam suatti negara, bahkan lebih jauh lagi sistem yang lebih global.

Kepuasan pasien merupakan indikator penilaian sitcm pelayanan kesehatan. Dleh karena itu, kepuasan konsumen bagi pcrusahaan jasa sangat penting untuk memperluas market dan mcmpertahankan loyalitas konsumcn. Penilaian kepuasan dilakukan secara bertahap, dimulai dengan menentukan atribut-atribut yang mempengaruhi pengambilau keputusan, proses pengambilan kputusan, kineija dan sistem pelayanan kesehatan rumah sakit, faktor pendorong kepuasan, mengukur tingkat kepuasan keseluruhan maupun terhadap masing-masing atribut. Hubungannya terhadap loyalitas dan reference pasien, serta in-tplikasi manajerial dari penelitian ini.

Data diperoleh dari 76 responden yang merupakan sample yang mewakili inspirasi maupun keluhan pasien terhadap sistem pelayanan Unit Rawat Jalan Rumah Sakit PGI Cikini. Data primer dipcroleh melalui kuesioner dengan menggunakan metode self-admnitcred sin-t'ey dan deep interviews. Sedangkan data sekunder diperoleh melalui buku bacaan, literatur dan internet.

Penilaian tingkat kepuasan maupun tingkat kcpentingan pasien dilakukan terhadap altribut-atribut yang dikategorikan terhadap tiga kelompok. yaitu competency pegawai, baik yang dimiliki dokter, perawat, bagian administrasi maupun pegawai non medis seperti satpam dan petugas kbcbersihan. Penilaian kc-2 dilakukan terhadap fasilitas yang dimiliki Unit Rawat Jalan Rumah Sakit PCI Cikini. Lokasi. fasilitas medis. dan tata ruang menjadi faktor dalam penilaian ini. Penilaian ke-3 dilakukan terhadap sistem dan proscedur pelayanan terhadap pasien.

Perbedaan antara tingkat kepentingan dengan kepuasan pasien merupakan gap yang haresh dibenahi rumah sakit. Hal ini disebabkan karena tingkat kepentingan yang tinggi sebagai indikator ekspektasi pasien pasien terhadap peiayanan lebih tinggi bila dibandingkan terhadap tingkat kepuasan pasien. OIch karena itu, atribut yang menjadi prioritas rumah sakit untuk dibenahi adalah atribut yang mcmliliki nilai gap yang besar.

Berdasarkan data yang diperoleh, pasien merasa puas terhadap kompetensi dokter, kemudahan pencapaian ke rumah sakit, kemudahan sistem pendaftaran dan pemeriksaan, fasilitas pada unit rawat jalan seperti keterangan petunjuk arah dan ruang, jadwal praktik dokter, fasilitas, nama dokter dan spesialisasinya, kebersihan ruang tunggu dan ruang praktik, keterjangkauan biaya pengobatan, ketepatan jadwal praktik, keamanan selama berobat di lingkungan rumah sakit dan kemampuan dan kesiapan pengelola rumah sakit dalam menyelesaikan keluhan, fasilitas.

Hasil penelitian juga menunjukkan bahwa ketidakpuasan pasien terhadap atribut keramahan, kesabaran dan kejelasan informasi yang diberikan perawat kepada pasien. Keramahan perawat terhadap pasien menjadi faktor utama yang menyebabkan rendahnya tingkat kepuasan pasien terhadap pelayanan unit rawat jalan. Sikap yang tidak ramah dari perawat kepada pasien menjadi faktor penting yang menyebabkan ketidaknyamanan pasien pada masa perawatan. Perhatian dan kesabaran perawat dalam melayani keluhan pasien dapat mempengaruhi kinerja perawat.

Secara keseluruhan kepuasan pasien (Customer Satisfaction Index-CSI) mencapai 97.8%. Data tersebut mengidentifikasi bahwa secara keseluruhan pasien merasa puas terhadap pelayanan Unit Rawat Jalan Rumah Sakit PGI Cikini. Namun dari keseluruhan pasien yang merasa puas terhadap pelayanan Unit Rawat Jalan Rumah Sakit PGI Cikini, yang merasa sangat puas sekaligus sangat berminat untuk menggunakan pelayanan Unit Rawat Jalan Rumah Sakit PGI Cikini sebesar 30.3%. Responden yang sangat puas sekaligus sangat merekomendasikan pelayanan Unit Rawat Jalan Rumah Sakit PGI Cikini yaitu sebesar 30.3%. Pasien yang sangat berminat sekaligus sangat merekomendasikan pelayanan Unit Rawat Jalan Rumah Sakit PGI Cikini kepada orang lain sebesar 30.3%. Nilai mean dari keseluruhan responden yang merasa puas sebesar 4.17, responden yang loyal sebesar 3.88. Sedangkan responden yang merekomendasikan Unit Rawat Jalan Rumah Sakit PGI Cikini memiliki nilai mean sebesar 4.04. Data tersebut mengimplikasikan bahwa responden yang merasa puas, belum tentu akan loyal. Sedangkan pasien yang loyal memiliki nilai mean yang lebih kecil daripada pasien yang merekomendasikan. Hal ini membuktikan bahwa pasien yang merekomendasikan otomatis pasien yang mencakup pasien yang merasa loyal.

Namun dari keseluruhan pasien yang menjadi responden, pasien yang bisa dianggap sebagai Secure Customer Index-SCI sebanyak 28.9% dari total responden sebesar 100%. Faktor pendorong pasien bersedia dirawat di Unit Rawat Jalan Rumah Sakit PGI Cikini adalah karena adanya rekomendasi relasi maupun rujukan dokter, faktor lokasi dan biaya yang terjangkau.

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Health problem is the national problem that should be considered by all parties. Therefore, there should be his implementation on the mechanism of health problem properly and appropriately. Ministry of Health Affairs has specified the vision of Indonesia "2010 Healthy?" which is marked by the standard of healthy community in the healthy environment, healthy behavior, and be able to obtain the qualified health service provided by the government and/or community itself, and it is also indicated by the participation of community and various sectors of government in improving good health. The government has developed the infrastructures of health services because the sector of health services serve as part of wider system within the community and government of the country, even the more global system.

Satisfaction perceived by patients serve as the indicator of health service system assessment. Therefore, consumer satisfaction is of paramount importance to the service company in expanding its market and maintains the consumer's loyalty, Satisfaction assessment is performed gradually. Starting by determining some attributes which may affect the decision making, decision making process. Performance and health service system of hospital, some factors which may improve the satisfaction, measurement of extent of overall satisfaction and each attribute, its correlation to the loyalty and reference of patient. as well as managerial implication of this research.

Data is obtained from 76 respondents as the samples which represent the inspiration and complaint expressed by patients against the service system provided by the Outpatient Care Unit of PGI Cikini Hospital. Primary data is obtained through questionnaires by applying the method of self-administered survey and deep interview. Whereas, secondary data is obtained through literatures, and internet.

Assessment on the extent of satisfaction and extent of interest of the patients is performed on the attributes which are categorized into three groups, namely employee competency, physicians, nurses, administration staffs and non medical employees such as security personnel and cleaning service personnel. Second assessment is performed on the facilities possessed by the Outpatient Care unit of PGI Cikini Hospital. Location, medical facilities, and room lay-out are the factors of this research. Third assessment is performed on the system and procedure providing services for the patients.

The difference between the extent of interest and extent of satisfaction perceived by the patients is a gap which should be overcome by the hospital. This is due to the extent of high interest as indicator of expectation of the patients for the higher quality of service compared with the extent of satisfaction perceived by the patients. Therefore, the prioritized attribute to be overcome by the hospital is the attribute with wide gap.

Based on the collected data, patients are satisfied with the competency of physician. easiness in accessing the hospital, easiness of registration and examination system, facilities existing at the outpatient care unit such as direction and room pointers, physician practice schedule, facilities. names of physicians and their specialties. sanitation of waiting room. and practice room, afford ability of medical fee. punctuality of practice schedule, security during the treatment at the area hospital as well as capability and readiness of hospital management in overcoming various complaints relating to the facilities.

Results of the research also indicate that the dissatisfaction perceived by the patients in relation to the attributes of hospitality. patience. and clarity of information provided by the nurses to the patients. Hospitality shown by the nurses to the patients serves as the main factor causing the low extent of patient's satisfaction with the services provided by the outpatient care unit. Unfriendly attitude shown by the nurses to the patients is main factor causing discomfort perceived by the patients during the treatment period. Attention and patience shown by the nurses in serving various complaints expressed by the patients may affect the performance of nurses.

Overall, Customer Satisfaction Index (CSI) reach 98.8%. This data identifies that, overall, the patients perceive satisfaction with the services provided by the Outpatient Care Unit of PGI Cikini Hospital. However, among the patients being satisfied with the service provided by the Outpatient Care Unit of PGI Cikini Hospital, those being very satisfied and very interested using the services provided by the Outpatient Care Unit of PGI Cikini Hospital is 30.3%. Respondents being very satisfied and strongly recommend the others to obtain the service provided by the Outpatient Care Unit of PGI Cikini Hospital are 230.3%. The mean value of all respondents being satisfied is 4.17, loyal respondents are 3.888. Whereas, the mean value of respondents that recommend the Outpatient Care Unit of PGI Cikini Hospital is 4.04. This data imply that the satisfied respondents is not a guarantee of their loyalty. Whereas, the mean value of loyal patients is lower than the patients recommending the service. It prove that the patients recommending the service comprise the loyal patients.

However, among all patients becoming the respondents. the those that may be considered as Secure Customer Index-SCI are 28.9% of total 100% respondents. Some factors which may encourage the willingness of patients to be treated at the Outpatient Care Unit of PGI Cikini Hospital is recommendation provided by relation or referral by physician. location and affordable cost.