

Hubungan dimensi kepuasan pelayanan dengan minat pemanfaatan ulang pelayanan rawat inap di RS. Hermina Depok tahun 2012 = Relationship between dimensions of patient satisfaction and interest to re-use inpatient room service at RS. Hermina in 2012 / Yuniarsih Handayani

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Abstrak

ABSTRAK

Tesis ini membahas hubungan antara dimensi kepuasan pasien dengan minat pemanfaatan ulang pelayanan rawat inap di RS. Hermina Depok tahun 2012. Penelitian ini dilakukan karena peneliti melihat adanya penurunan pemanfaatan rawat inap (penurunan nilai BOR) pada tiga tahun terakhir serta hasil pengukuran kepuasan pelanggan yang tidak mengalami peningkatan pada dua tahun terakhir di RS. Hermina Depok. Penelitian ini merupakan penelitian observasional dengan desain cross sectional. Metode yang digunakan untuk mengukur kepuasan menggunakan Metode Service Quality (Servqual) yang terdiri dari lima dimensi yaitu tangibility, reliability, responsiveness, assurance, dan empathy. Hasil penelitian menunjukkan bahwa kepuasan pasien tertinggi terdapat pada dimensi assurance dan terendah pada dimensi responsiveness. Hasil uji statistik dimensi kepuasan tangibility, responsiveness, assurance, dan empathy mempunyai hubungan yang signifikan dengan minat pemanfaatan ulang. Dimensi tangibility adalah dimensi yang paling kuat hubungannya dengan minat pemanfaatan ulang pelayanan rawat inap, dengan mendapat pengaruh dari dimensi assurance. Berdasarkan hasil penelitian, peneliti menyarankan agar RS. Hermina Depok memperbaiki kualitas pelayanan terutama pada dimensi tangibility.

ABSTRACT

This thesis studies the relation between dimensions of patient satisfaction and re-use interest of inpatient room service at RS. Hermina Depok in 2012. This study was held because the visiting of inpatient room service (BOR) had decreased since three years before, and patient satisfaction of RS. Hermina didn't increase significantly for two years. This study is observational study and use cross sectional design. Method of Service Quality (Servqual) was used to measure patient satisfaction, which content of five dimensions there are tangibility, reliability, responsiveness, assurance, and empathy. The results of study are, the highest patient satisfaction is dimension of assurance and the lowest patient satisfaction is dimension of responsiveness. The results of statistic test are, dimensions tangibility, responsiveness, assurance, and empathy have significantly relationship to re-use interest. Dimension of tangibility has the strongest relation to re-use interest of inpatient care service, influenced by dimension of assurance. The researcher suggests RS. Hermina Depok to increase quality of health care service especially for dimension of tangibility.