

# Upaya manajemen mutu fokus pada pelanggan dan hubungannya dengan kepuasan pasien rawat inap di Puskesmas DTP Kabupaten Bogor tahun 2014 = Quality management efforts focus on customer satisfaction and relationship topatient satisfaction with inpatient care at Puskesmas DTP in Bogor District 2014

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## Abstrak

[<b>ABSTRAK</b><br>

Pelayanan kesehatan yang bermutu saat ini sudah menjadi tuntutan semua pihak, termasuk masyarakat sebagai pengguna jasa, dengan era globalisasi, bertambahnya golongan masyarakat yang mampu, berpendidikan, dan menguasai informasi, masalah mutu pelayanan menjadi tuntutan mutlak. Adapun faktor yang dominan mempengaruhi mutu pelayanan kesehatan di Puskesmas adalah sumber daya manusia, baik yang terlibat dalam manajemen maupun pelayanan. Keluhan (complain) dari pelanggan merupakan indikator dari kurangnya kualitas pelayanan akibat sistem manajemen yang kurang baik.

Penelitian ini bertujuan untuk mengetahui hubungan antara karakteristik pelanggan dan upaya manajemen mutu fokus pada pelanggan dengan tingkat kepuasan pasien rawat inap di Puskesmas DTP Kabupaten Bogor tahun 2014. Metode penelitian adalah kuantitatif bersifat analitik deskriptif dengan desain cross sectional. Dengan populasi adalah seluruh pasien rawat inap dan unsur manajemen di Puskesmas DTP Kabupaten Bogor pada tahun 2014. Sampel pada penelitian ini adalah pasien rawat inap sebanyak 181 orang dan 50 unsur manajemen di Puskesmas DTP dari 10 Puskesmas DTP.

Hasil penelitian menunjukkan bahwa tidak terdapat hubungan antara karakteristik pasien dengan tingkat kepuasan pelanggan, ada hubungan yang bermakna antara upaya manajemen mutu fokus pada pelanggan dengan tingkat kepuasan pasien rawat inap di Puskesmas DTP Kabupaten Bogor tahun 2014, terdapat perbedaan yang bermakna terhadap skor rerata kepuasan diantara pasien di Puskesmas yang menerapkan upaya manajemen mutu fokus pada pelanggan dan yang tidak menerapkan upaya manajemen mutu fokus pada pelanggan.

Penulis menyarankan agar pihak manajemen Puskesmas meningkatkan dimensi fokus pada pelanggan dan proses terkait pelanggan. Kedua dimensi tersebut belum dilaksanakan secara maksimal dalam penerapan upaya manajemen mutu fokus pada pelanggan. Manajemen Puskesmas untuk memperhatikan dimensi tangibles dan responsiveness sebagai dimensi mutu pelayanan dengan tingkat kepuasan terendah. Melaksanakan survey kepuasan pelanggan secara berkala dengan tools yang sesuai dengan kekhususan Puskesmas agar mendapatkan gambaran kepuasan pelanggan terkini.

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<b>ABSTRACT</b><br>

Quality health services is now becoming the demands of all parties, including the public as service users, with the era of globalization, increasing social groups capable, educated, and control of information, quality of service issues become an absolute requirement The dominant factor affecting the quality of health services at the health center are human resources, both of which are involved in the management and care. Complaints (complaints) from customers is an indicator of the lack of quality of service due to poor management system.

This study aims to determine the relationship between customer characteristics and quality management efforts focus on providing customers with the level of patient satisfaction in the Puskesmas DTPin Bogor District 2014. Quantitative research method is descriptive analytic cross-sectional design. With a population is the entire patient care and management elements in the Puskesmas DTPin Bogor District 2014. Samples in this study were inpatients as many as 181 people and 50 elements in the management of the Puskesmas DTPfrom 10 health centers With Nursing.

The results showed that there is no relationship between the characteristics of patients with levels of customer satisfaction, there is a significant association between quality management efforts focus on providing customers with the level of patient satisfaction in Bogor Regency DTP health centers in 2014, there is a significant difference in mean scores between patient satisfaction The Health Center is implementing a quality management efforts focus on the customer and are not implementing a quality management efforts focus on the customer and not implementing quality management efforts focus on the customer.

The author suggested that health centers improve the management dimensions of customer focus and customer-related processes. Both of these dimensions has not been fully implemented in the application of quality management efforts focus on the customer. Management Health Center to pay attention and responsiveness as a tangible dimension of service quality dimensions with the lowest satisfaction levels. Carry out customer satisfaction surveys on a regular basis with the appropriate tools to get an idea of the specificity of the health center in order to recent customer satisfaction.;

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