

Analisis evaluasi indikator kinerja mutu pelayanan dan manfaat bagi masyarakat di Rumah Sakit Vertikal Kementerian Kesehatan tahun 2012 = Evaluation of The Performance Indicators of The Services Quality and Benefits for The People in Vertical Hospitals of Ministry of Health in 2012

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Abstrak

Penelitian ini menguji hubungan antara variabel indikator kinerja mutu pelayanan, kepedulian kepada masyarakat, dan kepedulian terhadap lingkungan dengan kepuasan pelanggan terhadap 14 rumah sakit vertikal di Indonesia. Untuk melihat kinerja dan hubungan di antara indikator-indikator tersebut, digunakan analisis deskriptif dan uji korelasi regresi dengan bootstrapping. Selain itu, dilakukan pula pendekatan kualitatif melalui wawancara mendalam. Dari hasil penilaian kinerja, didapatkan sebagian dari sasaran strategik belum mencapai nilai optimum.

Sementara dari hasil analisis bivariat, didapatkan tidak ada hubungan antara variabel indikator kinerja mutu pelayanan, kepedulian kepada masyarakat, kepedulian terhadap lingkungan yang berkorelasi dengan kepuasan pelanggan. Dengan demikian, diperlukan adanya perbaikan manajemen dan sistem di internal rumah sakit, maupun Kementerian Kesehatan sebagai regulator terkait indikator kinerja yang digunakan dalam penelitian BLU, termasuk indikator sasaran strategik di dalamnya.

.....This study examines relationship between the variables of service quality performance indicators, public awareness and concern for the environment and customer satisfaction among 14 vertical hospitals in Indonesia. To see the performance and the relationship between these indicators, used descriptive analysis and correlation regression with bootstrapping. In addition, a qualitative approach through in-depth interviews was also applied. Performance evaluation results obtained from a portion of the strategic objectives have not yet reached the optimum value.

The results of the bivariate analysis, found no association between the variables of service quality performance indicators, public awareness, environmental awareness is correlated with customer satisfaction. Thus, it is necessary improve management and internal systems in hospitals, and the Ministry of Health as a regulator on the performance indicators used in the hospital autonomy (BLU) assessment, including its strategic targets.