

Analisis kepuasan karyawan RS Santa Maria Pekanbaru sebagai peserta ASKES sukarela terhadap pelayanan di instalasi rawat jalan RS Santa Maria dengan metode SERVQUAL

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Abstrak

Pelayanan jasa kesehatan rumah sakit di Indonesia akhir-akhir ini banyak mengalami perubahan. Salah satu paradigma baru yang berkembang adalah mengenai mutu sehingga banyak rumah sakit yang mendefinisikan ulang tujuannya ke arah fokus pada pelanggan.

Saat ini belum ada metode baku untuk mengukur kepuasan pelanggan terhadap mutu layanan rumah sakit. Penelitian ini mencoba menerapkan metode SERVQUAL yang dikembangkan Zeithaml, et al., 1990 yang membagi variabel layanan dalam lima dimensi mutu yaitu keandalan, ketanggapan, jaminan, empati dan perwujudan.

Penelitian ini merupakan penelitian survei, dilakukan terhadap 49 karyawan yang berobat di Instalasi Rawat Jalan RS Santa Maria selama bulan Juni 2001. Sebagai variabel kepuasan dihitung gap skor antara persepsi dengan harapan.

Dari uji validitas dan reliabilitas didapatkan semua atribut dalam kuesioner mempunyai korelasi cukup erat kecuali untuk atribut mengenai pelayanan tanpa membedakan jam kedatangan pasien yang mempunyai korelasi rendah.

Hasil penelitian didapatkan SERVQUAL SCORE negatif untuk semua dimensi pelayanan yang berarti secara keseluruhan pelanggan tidak puas dengan pelayanan yang diberikan. Setelah diteliti masing-masing atribut ditemukan dua atribut yang mempunyai skor paling jelek yaitu mengenai ketersediaan obat dan peralatan yang lengkap, bersih dan modern.

Hasil penelitian ini diharapkan dapat bermanfaat untuk menyusun strategi peningkatan mutu pelayanan di Instalasi Rawat Jalan RS Santa Maria dengan nilai skor sebagai acuan prioritas penyelesaian masalah. Disarankan untuk penelitian lanjutan melibatkan responden yang bukan karyawan rumah sakit.

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Employees Satisfaction Analysis in Santa Maria Hospital Pekanbaru As an ASKES Participants Through Services in Santa Maria's Outpatient Unit Using SERVQUAL Method Forward-moving corporations and health care organizations are shifting their attention away from outdoing their competitors toward satisfying their customers. Successful corporations recognize the importance of a customer focus and the direct relationship between a customer focus and business success. Customer-oriented people treat customer satisfaction as a much higher priority than what's traditional or convenient for themselves as providers. Managers who treat employees as customers recognize that satisfied employees do not jump ship but instead have motivation to contribute to the organization's objectives.

Since November 2000, Santa Maria Hospital Pekanbaru had changed the employee's health program to an insurance company : PT ASKES. To assess this decision we need a model of customer satisfaction study that can be used to internal customers. This quantitative study called SERVQUAL developed by Zeithaml, et al. (1990) consisted of two sections : (1) an expectations section and (2) a perceptions section measured customer's assessments within five service categories : reliability, responsiveness, assurance, empathy and

tangibles.</p>

<p>This study was a cross sectional survey using descriptive analysis approach. The population of study were all the employees in Santa Maria Hospital. The sample used were employees who visited the outpatient's unit during June 2001.</p>

<p>The study showed negative SERVQUAL SCORE for all the five dimension. The more negative SERVQUAL SCORE, the more serious the service quality shortfall in the eyes of customers. The most negative score for reliability dimension was the statement for drug supplies and the most negative score for tangibles dimension was the statement for modern-looking equipment. Clearly, there is a mismatch between the priorities expressed by customers and the levels of quality delivered by the hospital management</p>

<p>The study recommended that the SERVQUAL method can be used to asses customer satisfaction in hospital fields and for the next study should include respondents who are not hospital's employees.</p>