

Analisis Hubungan Antara Mutu Pelayanan Kesehatan Dengan Minat Kunjungan Ulang Pasien Rawat Jalan Di Poliklinik Spesialis RS Santo Antonio Baturaja Pada Masa Pandemi COVID-19 = Analysis Of The Correlation Between Health Service Quality And The Intent To Revisit Outpatient In Specialist Polyclinic Of Santo Antonio Hospital Baturaja During The COVID-19 Pandemic.

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Abstrak

Salah satu dampak dari pandemi COVID-19 adalah penurunan jumlah angka kunjungan pasien di rumah sakit. Hal ini akan menyebabkan terjadinya penurunan pendapatan bagi sakit. Di sisi lain, mutu pelayanan yang diselenggarakan oleh rumah sakit dapat memengaruhi persepsi pasien akan pelayanan rumah sakit, dan pada akhirnya dapat mempengaruhi minat pasien untuk melakukan kunjungan ulang ke rumah sakit tersebut. Populasi pada penelitian ini adalah rata-rata jumlah kunjungan ulang pasien rawat jalan di Poliklinik RS Santo Antonio Baturaja periode Januari-Juni 2021 yaitu sebanyak 724 orang dan sampel sebanyak 270 responden. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan cross-sectional, uji statistik menggunakan uji Chi Square. Untuk analisis multivariat menggunakan analisis regresi logistik berganda. Hasil penelitian menunjukkan ada hubungan antara dimensi tangible (P Value = 0,000, IK95% = 11,467-469,81), reliability (P Value = 0,006, IK95% = 4,561-231,59), responsiveness (P Value = 0,000, IK95% = 7,155-258,41), empathy (P Value = 0,014, IK95%=2,869-117,45) dan assurance (P Value = 0,000, IK95%=8,320-322,49) dengan minat kunjungan ulang pasien rawat jalan di poliklinik RS Santo Antonio Baturaja pada masa pandemi COVID-19. Dimensi yang paling dominan adalah tangible (P Value = 0,001). Mayoritas persepsi responden sudah baik tentang mutu pelayanan kesehatan di Poliklinik Spesialis RS Santo Antonio pada masa Pandemi COVID-19. Namun, ada respons negatif pada dimensi Tangible terkait sterilitas, kelengkapan alat medis serta kebersihan kamar mandi pasien. Respons negatif pada dimensi Reliability berupa keluhan terhadap alur proses pendaftaran, ketepatan waktu mulai praktik dokter dan waktu tunggu pelayanan. Sehingga, rumah sakit perlu meningkatkan promosi pendaftaran rawat jalan secara Online, penambahan loket pendaftaran, menambah nurse station, dan mengupayakan peningkatan kepatuhan waktu mulai pelayanan spesialis oleh dokter spesialis melalui pemberian Reward and Punishment sebagai strategi jangka pendek untuk meningkatkan minat kunjungan ulang. Adapun strategi jangka panjang berupa program kerjasama rujukan dengan FKTP dan penambahan Poliklinik Geriatri.

.....One of the impact of the COVID-19 pandemic is the decrease in hospital patient visit. This will in turn decrease the hospital's income. On the other hand, the quality of the hospital services may affect the patient's perception on the hospital's quality of service, which will eventually affect the patient's intent to revisit the hospital. This study aims to analyze the correlation between hospital service quality on outpatients' intent to revisit the specialist polyclinic of Santo Antonio Hospital Baturaja. The population was the average number of outpatients revisiting the specialist polyclinic of Santo Antonio Hospital Baturaja for the January-June 2021 period, namely 724 patients. The number of samples were 270 respondents. This is a quantitative study using a cross-sectional design, with statistical tests using the Chi Square test. For multivariate is using multiple logistic regression analysis. The results showed that there was a relationship

between tangible (P Value = 0.000, CI95% = 11.467-469.814), reliability (P Value = 0.006, CI95% = 4.561-231.590), responsiveness (P Value = 0.000, CI95% = 7.155- 258,411), empathy (P Value = 0.014, CI95%=2,869-117,453) and assurance (P Value = 0,000, CI95%=8,320-322,492) with the intent to revisit outpatient in Specialist Polyclinic of Santo Antonio Hospital during the COVID-19 Pandemic. The most dominant dimension is tangible (P Value = 0.001). The majority of respondents had a good perception of the quality of hospital services. However, there was negative responses on the Tangible dimension related to the sterility and completeness of medical devices in the examination room and the patient's bathroom. Negative responses on the Reliability dimension related to registration process, the timeliness of starting doctor practice and the waiting time for services. Hospitals need to make improvements to improve quality of hospital services. Thus, hospital need to increase the promotion of online registration, add registration counters, add nurse stations, and give specialist doctors rewards/punishment as a short-term strategy to increase outpatients' intent to revisit. The long-term strategy is in the form of a referral collaboration program with general practitioners and the addition of a Geriatric Polyclinic.