

Evaluasi Manajemen Rumah Sakit Dalam Upaya Menanggulangi Hasil Rating Google Customer Review Di Rumah Sakit Karisma Cimareme = Evaluation of Hospital Management in an Effort to Overcome Google Customer Review Rating Results at Karisma Cimareme Hospital

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Abstrak

Penelitian ini bertujuan untuk melakukan evaluasi terhadap manajemen rumah sakit dalam upaya menanggulangi hasil rating Google Customer Review di Rumah Sakit Karisma Cimareme. Metode penelitian yang digunakan adalah observasi dengan mengacu pada konsep SERVQUAL dan teori Donabedian. Fokus penelitian terletak pada dimensi-dimensi SERVQUAL, yaitu tangible, empati, responsif, keandalan, dan jaminan, serta hasil upaya peningkatan rating melalui pembuatan Standar Prosedur Operasional (SPO). Pengumpulan data dilakukan melalui observasi langsung terhadap pelayanan rumah sakit, wawancara mendalam dengan staf rumah sakit, dan analisis ulasan Google Customer Review. Analisis data dilakukan dengan pendekatan tematik untuk mengidentifikasi faktor-faktor kunci yang mempengaruhi rating dan ulasan. Hasil penelitian diharapkan dapat memberikan pemahaman yang mendalam mengenai tantangan yang dihadapi oleh manajemen rumah sakit dalam menghadapi ulasan Google Customer Review serta rekomendasi untuk meningkatkan kualitas pelayanan dan mengelola ulasan yang ada. Penelitian ini diharapkan dapat memberikan kontribusi dalam upaya peningkatan reputasi dan kepuasan pasien di Rumah Sakit Karisma Cimareme serta memberikan panduan bagi rumah sakit lain dalam menghadapi tantangan serupa.

.....This study aims to evaluate the hospital management's efforts in addressing the ratings received on Google Customer Review at Karisma Cimareme Hospital. The research method employed is observation, referring to the SERVQUAL concept and Donabedian theory. The focus of the study lies in the dimensions of SERVQUAL, namely tangibles, empathy, responsiveness, reliability, and assurance, as well as the outcomes of improvement efforts through the development of Standard Operating Procedures (SOPs). Data collection involves direct observation of hospital services, in-depth interviews with hospital staff, and analysis of Google Customer Review comments. Thematic analysis is conducted to identify key factors influencing ratings and reviews. The research findings are expected to provide an in-depth understanding of the challenges faced by hospital management in handling Google Customer Review feedback, along with recommendations for enhancing service quality and managing existing reviews. This research is intended to contribute to improving the reputation and patient satisfaction at Karisma Cimareme Hospital, as well as serving as a guideline for other hospitals facing similar challenges.