

ANALISIS HUBUNGAN KUALITAS PELAYANAN TERHADAP KEPUASAN PASIEN RAWAT INAP PENYAKIT DALAM DI RSUD KOTA TANGERANG TAHUN 2019

Lusiana

Abstrak

Kualitas pelayanan suatu rumah sakit merupakan salah satu dari banyak hal yang dapat mempengaruhi kepuasan pasien, dimana kualitas pelayanan memiliki 5 dimensi yang dapat mempengaruhi kepuasan pasien antara lain ; bukti langsung, kehandalan, daya tanggap, jaminan dan empati. Kualitas pelayanan kesehatan merujuk pada tingkat kesempurnaan pelayanan kesehatan dalam menimbulkan rasa puas pada diri setiap pasien. Semakin sempurna kepuasan tersebut, makin baik pula mutu pelayanan kesehatan. Penelitian ini merupakan penelitian *cross sectional* pada 66 responden. Alat pengumpulan data menggunakan kuesioner. Data dianalisis menggunakan uji *chi square* dan uji regresi logistik. Hasil penelitian ini didapatkan adanya hubungan bukti langsung (p-value = 0,001), kehandalan (p-value = 0,001), daya tanggap (p-value = 0,001), jaminan (p-value = 0,001), empati (0,001) terhadap kepuasan pasien rawat inap penyakit dalam di RSUD Kota Tangerang, dan variabel yang paling berpengaruh pada penelitian ini adalah bukti langsung yang merupakan penampilan fisik dan kenyamanan dari tata ruang suatu rumah sakit dengan OR = 24,441 dengan CI 95% (1,563-382,122) Kesimpulannya, berdasarkan hasil penelitian ini RSUD Kota Tangerang perlu mempertahankan atau akan lebih baik lagi bila dilakukannya peningkatan terhadap kualitas pelayanan dengan dilakukannya pengembangan terhadap sarana bukti langsung, jasa pelayanan medis dan disediakannya kotak saran untuk menampung setiap keluhan pasien dan supaya dapat selalu mengukur kinerja dan agar selalu dapat meningkatkan kualitas pelayanan.

Kata kunci : Kepuasan Pasien, Kualitas pelayanan, Rawat Inap, Fakultas Kedokteran UPNVJ

ASSOCIATION BETWEEN THE QUALITY OF HEALTH SERVICE TO INPATIENT SATISFACTION ON INTERNAL MEDICATION CARE UNIT AT RSUD KOTA TANGERANG IN 2019

Lusiana

Abstract

The quality of health service in a hospital is one that can affect patient satisfaction, which has 5 dimensions that can affect patient satisfaction ; tangibles, reliability, responsiveness, assurance, empathy. The quality of health services refers to the level of perfection in the provision of health care in each patient. The more perfect the satisfaction, the better the quality of health services. In this study, researchers used observational analytics at finding out the relationship between variables and find out the dominant factor of service quality that influence the inpatient satisfaction on internal medication care unit at hospital tangerang city with the cross-sectional designs and the numbers of sampels were 33 respondens, datas were collected by questionnaires and datas were analyzed by using chi square and logistic regression. The results showed that there ware significant relationship between the dimension of quality of inpatient in the internal medication care unit : tangibles (*p-value* = 0.001), reliability (*p-value* = 0.001), responsiveness (*p-value* = 0.001), assurance (*p-value* = 0.001), empathy (*p-value* = 0,001) to inpatients in internal medicine satisfaction at hospital Tangerang city and from the results of the multivariate analytics the most influential variable in this studied was the tangibles that representing the physical appearance and the comfort room with OR = 24,441 with 95% CI (1,563-382,122) In conclusion, hospital Tangerang city needs to maintain or it will be even better if it do an improvement of the quality services by developing physical facilities, medical services and providing a suggestion box to accommodate every patient's complaint and always be able to measure performance and always can improve the quality of service.

Keywords : Patient Statisfication, Quality of Service, Medical Student, University.