

ABSTRAK

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Analisis Pengaruh Persepsi Mutu Pelayanan Rawat Inap terhadap Minat Pemanfaatan Ulang di RSUD Dr. M. Ashari Pemalang Tahun 2010

xiv + 96 halaman + 31 tabel + 5 gambar + viii lampiran

RSUD Dr. M. Ashari Pemalang dengan kapasitas tempat tidur (TT) 262 mempunyai posisi yang strategis di tengah kota Pemalang . Terjadi kecenderungan penurunan angka BOR yaitu tahun 2007 BOR 88,4 % dan tahun 2009 menjadi 80,82 %. Adanya gejala penurunan kunjungan pasien rawat inap lama (terutama pasien umum dan askes) yang memanfaatkan kembali pelayanan hanya 11-13 % pertahunnya, serta masih adanya keluhan dari pasien terhadap pelayanan rawat inap. Penelitian ini bertujuan untuk mengetahui persepsi tentang mutu pelayanan admisi, mutu pelayanan dokter, mutu pelayanan keperawatan, mutu sarana dan mutu lingkungan rawat inap dan pengaruhnya terhadap minat pemanfaatan ulang.

Penelitian observasional ini menggunakan metode survey dengan sifat kuantitatif analitik dan pendekatan crossectional. Sampel penelitian 102 pasien rawat inap yang memenuhi kriteria inklusi. Menggunakan instrumen penelitian berupa kuesioner terstruktur berupa data karakteristik, penilaian persepsi mutu pelayanan dan minat pemanfaatan ulang serta alasannya. Analisis data dilakukan secara univariat, analisis bivariat dengan uji Chi Square untuk mencari hubungan dan analisis multivariat dengan regresi logistik untuk mencari besarnya pengaruh.

Persepsi terhadap mutu pelayanan admisi, pelayanan dokter, pelayanan keperawatan, sarana dan lingkungan rawat inap tidak sesuai dengan harapan pasien. Minat pemanfaatan ulang pelayanan kurang yaitu 37,3 %. Terdapat hubungan antara persepsi mutu pelayanan admisi ($p = 0,0001$), persepsi mutu pelayanan dokter ($p = 0,0001$), mutu pelayanan keperawatan ($p = 0,004$), mutu sarana rawat inap ($p = 0,001$) dan mutu lingkungan rawat inap ($p = 0,0001$) dengan minat pemanfaatan ulang pelayanan dokter, keperawatan, sarana dan lingkungan terhadap minat pemanfaatan ulang dengan p value $> 0,05$. Pengaruh yang paling besar adalah mutu pelayanan admisi ($Exp (B) = 4,803$), diikuti oleh mutu sarana ($Exp (B) = 2,535$) dan mutu pelayanan dokter rawat inap ($Exp (B) = 1,568$).

Diharapkan manajemen rumah sakit dapat melakukan penataan, memperbaiki dan melengkapi kebutuhan sarana rawat inap. Dokter dan petugas admisi diharapkan dapat terus mengasah keterampilan dan meningkatkan profesionalisme pelayanan.

Kata kunci : Mutu, Persepsi Mutu, Mutu Pelayanan, Minat Pemanfaatan Ulang

Daftar Pustaka : 48 (1987-2008)

ABSTRACT

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Analysis on the Influence of Inpatient Service Quality towards Willingness to Revisit at Dr.M.Ashari District General Hospital Pemalang, 2010
xiv + 96 pages + 31 tables + 5 figures + 7 enclosures

Dr. M. Ashari district general hospital Pemalang with bed capacity of 262 had strategic location in the centre of Pemalang city. There was a decreasing trend on the bed occupancy ratio (BOR). In 2007 BOR was 88.4% and in 2009 was 80.82%. Revisiting of previous inpatients (especially public patients and ASKES patients) who reutilized the service was only 11-13% per year, there was still complains from patients on the inpatient service. The objective of this study was to know perception on the admission service quality, physician service quality, nursing service quality, facilities and inpatient environment quality and its influence toward willingness of revisiting.

This was an observational study using survey method with analytical quantitative character and cross sectional approach. Study samples consisted of 102 hospitalized patients who met inclusion and exclusion criteria. Structured questionnaires were used as research instrument and it contained data on characteristics, perception measurement on service quality and willingness to revisit with its reasons. Data analysis was done by doing univariate analysis, bivariate analysis with Chi Square test to search for associations and multivariate analysis was done by applying logistic regression to search for the strength of influence.

Perception on admission service quality, physician service, nursing service, facilities and inpatient environment did not match patients' expectation. Willingness to reuse the service was low (37.3%). There was an association between perception on admission service quality ($p=0.0001$), perception on physician service quality ($p=0.0001$), nursing service quality ($p=0.004$), inpatient facility quality ($p=0.001$), inpatient environment quality ($p=0.0001$) and willingness to reutilize physician service, nursing service, facilities and environment with p -value < 0.05 . The most influencing factor was admission service quality (Exp (B) = 4.803) followed by facilities quality (exp (B) = 2.535) and inpatient physician service quality (Exp (B) = 1.568).

It is expected that hospital management is able to restructure, to improve and to complete inpatient facilities. Physicians and admission staffs are expected to always improve their service skills and professionalism.

Keywords : Quality, perception quality, service quality, willingness to reutilize

Bibliography : 48 (1987 – 2008)