

ABSTRAK

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Analisis Pengaruh Persepsi Mutu Pelayanan Rawat Inap terhadap Loyalitas Pasien di RSUD Kota Bau-Bau

xi + 99 halaman + 39 tabel + 8 gambar + 5 lampiran

Pelayanan rawat inap di RSUD Kota Bau-Bau belum sesuai dengan harapan dikarenakan masih adanya pernyataan ketidakpuasan pasien/keluarga pasien tentang keteraturan jadwal visite dokter, daya tanggap perawat dan ruang perawatan yang kurang bersih. Mutu pelayanan rawat inap ditinjau dari 8 dimensi mutu yaitu; kompetensi teknik, akses, efektifitas, kenyamanan, keamanan, hubungan antarmanusia, kelangsungan pelayanan dan ketepatan waktu. Pencapaiannya dapat diukur dengan tingkat kepuasan. Penelitian ini bertujuan untuk mengetahui pengaruh persepsi mutu pelayanan rawat inap terhadap loyalitas pasien di unit rawat inap.

Jenis penelitian ini adalah observasional deskripsi analitik dengan pendekatan *cross sectional*, pengumpulan data menggunakan wawancara terstruktur yang terdiri dari kuesioner persepsi mutu pelayanan rawat inap dan persepsi loyalitas pasien, jumlah sampel sebanyak 117 pengambilannya dengan teknik *proportional sampling*. Analisis data menggunakan *chi-square* untuk menguji hubungan dan regresi logistik untuk menguji pengaruh.

Hasil penelitian persepsi kompetensi teknik baik 92,3%, akses baik 87,2%, efektifitas baik 93,2%, kenyamanan baik 53%, keamanan baik 91,5%, hubungan antarmanusia baik 97,4%, kelangsungan pelayanan baik 69,2%, ketepatan waktu baik 87,2% dan persepsi loyalitas pasien loyal 85,5%. Secara bersamaan variabel yang berpengaruh adalah kompetensi teknik (OR=4,366 p=0,005), akses (OR=7,043 p=0,022), efektifitas (OR=208,999 p=0,003), kenyamanan (OR=2,171 p=0,025) dan keamanan (OR=9,268 p=0,031).

Kesimpulan bahwa untuk meningkatkan loyalitas pasien maka perlu perbaikan dan peningkatan mutu kompetensi teknik, akses, efektifitas, kenyamanan dan keamanan secara bersama-sama. Disarankan kepada unit rawat inap untuk meningkatkan kompetensi teknik petugas kesehatan diikuti dengan kegiatan monitoring dan evaluasi, memperhatikan kembali pola penyusunan tarif, meningkatkan kegiatan service excellence, menjaga kebersihan ruang perawatan dan kamar mandi serta pengadaan papan informasi dan bel pasien.

Kata Kunci : Mutu, Pelayanan Rawat Inap, Loyalitas

Kepustakaan : 37 (1990 – 2010)

ABSTRACT

M a r w a n

The Influence of Inpatient Service Quality Perception on Patient Loyalty at Bau-Bau District General Hospital

xi + 99 pages + 39 tables + 8 figures + 5 enclosures

Inpatient service at Bau-Bau district general hospital had not fulfilled the expectation due to the presence of unsatisfactory statement from patient's family on physician visiting schedule regularity, nurse's response and on unclean inpatient wards. Inpatient service quality were assessed through the 8 quality dimensions consisted of technical competence, accessibility, effectiveness, comfort, safety, interpersonal relationship, service continuity and time accuracy. Its accomplishments were measured by satisfaction level. The objective of this study was to identify the influence of perception on inpatient quality service towards patient loyalty in inpatient ward.

This was an observational descriptive analytical study with cross sectional approach. Data were collected by structured interview using inpatient service quality perception questionnaire and patient loyalty perception questionnaire. The number of samples was 177 respondents. They were selected using proportional sampling technique. Chi-square test was implemented to test association and logistic regression in order to test influence.

Results of the study showed that good technical competence was 92.3%, good accessibility was 87.2%, good effectiveness was 93.2%, good comfort was 53%, good safety was 91.5%, good interpersonal relationship was 97.4%, 69.2%, good service continuity was 69.2%, good time accuracy was 87.2%, loyal patient loyalty perception was 85.5%. The influencing variables were technical competence (OR= 4.366, p= 0.005), accessibility (OR= 7.043, p= 0.022), effectiveness (OR= 208.999, p= 0.003), comfort (OR= 2.171, p= 0.025) and safety (OR= 9.268, p= 0.031).

In conclusion, to increase patient loyalty it needs improvement and increment of technical competence, accessibility, effectiveness, comfort and safety simultaneously. It is suggested to inpatient unit to increase health worker technical competence and followed by monitoring activity and evaluations, reconsideration of tariff formulation pattern, improving service excellence activity, keeping inpatient room and bathroom clean and providing information board and patient bell.

Key words : Quality, inpatient service, loyalty

Bibliography : 37 (1990 – 2010)