

ABSTRAK

Darmanto

Analisis Hubungan Persepsi mengenai Manajemen Jasa Pelayanan terhadap Kepuasan Jasa Pelayanan Dokter di RSUD dr. M. Ashari Kabupaten Pemalang
85 halaman + 16 tabel + 2 bagan + 7 lampiran

Perubahan paradigma pengelolaan rumah sakit menuntut manajemen menyusun strategi yang tepat untuk meningkatkan kinerja karyawan. Salah satu upaya untuk meningkatkan kinerja adalah dengan sistem kompensasi. Salah satu bentuk kompensasi yang diberikan RSUD Dr. M. Ashari Pemalang adalah jasa pelayanan. Studi pendahuluan di RSUD dr. M. Ashari menunjukkan bahwa ada ketidakpuasan dokter terhadap jasa pelayanan yang meliputi besaran, waktu, transparansi dan keadilan. Tujuan penelitian ini adalah mengetahui hubungan persepsi mengenai manajemen jasa pelayanan terhadap kepuasan jasa pelayanan dokter di RSUD Dr. M. Ashari Pemalang.

Jenis penelitian adalah observasional dengan pendekatan *cross sectional* menggunakan alat bantu kuesioner. Responden penelitian adalah seluruh dokter di RSUD Dr. M. Ashari Pemalang tahun 2012 sesuai kriteria inklusi dan eksklusi sejumlah 21 orang. Data yang terkumpul dilakukan analisis univariat dan bivariat.

Hasil penelitian menunjukkan bahwa sebagian besar persepsi dokter mengenai praktek administrasi (52,4%), keadilan (66,7%) dan kewajaran (57,1%) dikategorikan buruk. Sebanyak 71,4% dokter menyatakan tidak puas dengan manajemen jasa pelayanan. Proporsi dokter yang mempersepsikan praktek administrasi buruk dan tidak puas lebih banyak daripada persepsi praktek administrasi buruk tapi puas. Demikian juga dengan persepsi keadilan dan kewajaran. Demikian juga dengan persepsi keadilan dan kewajaran, proporsi dokter dengan persepsi yang buruk tentang manajemen jasa pelayanan dan tidak puas lebih banyak daripada persepsi yang buruk tapi puas. Namun secara statistik, hasil analisis menunjukkan tidak ada hubungan yang signifikan antara persepsi praktek administrasi, keadilan dan kewajaran dengan kepuasan jasa pelayanan (nilai $p=0,089$, $p=0,306$, $p=0,163$).

Berdasarkan hasil penelitian tersebut diatas maka penulis menyarankan kepada manajemen RSUD Dr. M. Ashari Pemalang untuk meninjau kembali kebijakan proporsi jasa pelayanan yang dipersepsikan tidak adil dan dokter diminta masukan mengenai tingkat kewajaran jasa pelayanan atas setiap tindakan medis. Disamping itu juga perlu adanya sistem pelaporan yang rutin sehingga permasalahan manajemen dapat diketahui dengan baik oleh dokter.

Kata Kunci : Jasa pelayanan, kepuasan dokter, rumah sakit

Jumlah Pustaka : 53 (1978 – 2011)

ABSTRACT**Darmanto****Analysis on the Association between Perception of Service Compensation Management and Doctor's Service Compensation Satisfaction in dr. M. Ashari Hospital, Pematang District****85 pages + 16 tables + 2 figures + 7 enclosures**

Changing in hospital management paradigm required the management to make a right strategy to improve work performance of workers. One of efforts to improve work performance was through compensation system. One of compensation forms given by dr. M. Ashari Pematang District General Hospital (RSUD) was a compensation service. Preliminary study at RSUD dr. M. Ashari indicated that physicians was not satisfied to the service compensation that included the amount, duration, transparency, and fairness. The objective of this study was to know association between perceptions on service compensation management and physician service compensation satisfaction at RSUD dr. M. Ashari Pematang.

This was an observational study with cross sectional approach and using questionnaire as supporting instrument. Study respondents were all physicians at RSUD dr. M. Ashari Pematang in the year of 2012. The total number of study samples according to inclusion and exclusion criteria was 21 people. Univariate and bivariate analysis were applied for data analysis.

Results of the study showed that majority of physician perception on administration practice (52.4%), fairness (66.7%) and objectivity (57.1%) were categorized poor. Majority of physician (71.4%) stated that they were not satisfied with service compensation management. Proportion of physician with poor perception on administration practice and unsatisfied were higher than those with poor perception on administration and satisfied. It also happened for perception on fairness and objectivity. Proportion of physician with poor perception on service compensation management and unsatisfied was higher than those with poor perception and satisfied. Statistically, result of the data analysis indicated that there was no significant association between practice on administration practice, fairness, objectivity and service compensation satisfaction ($p= 0.089$; $p= 0.306$; $p= 0.163$)

Based on results of the study, suggestions for the management of RSUD dr. M. Ashari Pematang are to review policy on the proportion of service compensation that is considered unfair; physicians are asked for their inputs regarding objectivity level of service compensation for every medical action. Routine reporting system was required, and it will make physicians know clearly the management problems.

Key words : Service compensation, physician satisfaction, hospital

Bibliography : 53 (1978-2011)