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**Fakultas Kesehatan Masyarakat**

**Program Magister Ilmu Kesehatan Masyarakat**

**Konsentrasi Administrasi Kebijakan Kesehatan**

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**ABSTRAK**

**Esti Yuandari**

**Hubungan Mutu Pelayanan Perawat, Harga dan Fasilitas dengan Minat Pemanfaatan Ulang Pasien Rawat Inap di Rumah Sakit Sari Mulia Banjarmasin Tahun 2013**

**103 halaman + 20 tabel + 8 gambar + 12 lampiran**

Pada tahun 2010-2012 terjadi penurunan angka BOR di RS Sari Mulia dari 78,23% menjadi 71,32%. Penurunan kunjungan terutama pada pasien lama. Hasil studi pendahuluan menunjukkan kinerja perawat yang kurang dalam hal keramahan dan komunikasi, harga yang cukup mahal dan fasilitas yang kurang nyaman dan bersih. Penelitian ini bertujuan untuk mengetahui persepsi tentang mutu pelayanan perawat, harga dan fasilitas dan pengaruhnya terhadap minat kunjungan ulang.

Penelitian *observasional analitik* ini menggunakan metode survey dengan desain *cross sectional*. Subjek penelitian adalah 88 pasien rawat inap yang dipilh secara *consecutive sampling.* Pengambilan data dilakukan dengan wawancara menggunakan kuesioner terstruktur. Analisis data dilakukan secara, bivariat dengan uji *Chi Square* dan multivariat dengan *regresi logistik*.

Hasil penelitian menunjukkan 55,7% responden tidak bersedia memanfaatkan ulang. Mutu pelayanan perawat yang dirasa kurang baik 52,3%, harga yang dipersepsikan mahal 62,5% dan fasilitas yang dirasa kurang 55,7%. Ada hubungan antara persepsi mutu pelayanan perawat (p=0,000), persepsi harga (p=0,031), persepsi fasilitas (p=0,024) dengan minat pemanfaatan ulang. Hasil regresi logistik menunjukkan bahwa mutu pelayanan perawat berpengaruh paling besar terhadap minat pemanfaatan ulang dengan nilai Exp(B) = 4,511, diikuti dengan harga Exp(B) = 2,478 dan fasilitas Exp(B) = 2,352.

Diharapkan manajemen rumah sakit lebih meningkatkan mutu pelayanan perawat dari lima dimensi dan fasilitas yang ada tersedia dirumah sakit sesuai dengan harga yang diberikan. Selain itu menegaskan kepada kepala perawat dimana mahasiswa yang praktek harus didampingi perawat senior.

Kata kunci : Mutu Pelayanan Perawat, Harga, Fasilitas, Minat Pemanfaatan Ulang

Daftar Pustaka : 44 (1987-2012)

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**ABSTRACT**

**Esti Yuandari**

**The Relationship between Services Quality of Nurses, Cost and Facilities and the Interest of Patients in Revisiting Inpatient Unit at Sari Mulia Hospital in Banjarmasin in 2013**

**103 pages + 20 tables + 8 figures + 12 enclosures**

The Bed Occupancy Rate (BOR) at Sari Mulia Hospital declined during the period of 2010-2012 from 78.23% to 71.32%. The decrease of visit especially was old patients. A preliminary study showed that nurses’ performance was not good in terms of the hospitality and communication, tariff was expensive, and facilities were not convenient and not clean. This research aimed to find out about perceptions of nurses’ services quality, tariff, and facilities and its influence of the interest in revisiting.

This was observational-analytic research using cross-sectional approach. Number of samples was 88 patients of inpatient unit selected using a technique of consecutive sampling. Data were collected by interview using a structured questionnaire. Furthermore, data were analyzed using bivariate and multivariate analyses (chi-square and logistic regression tests).

The result of this research revealed that mostly respondents would not like to revisit (55.7%). In addition, most of them perceived that services quality of nurses was not good (52.3%), tariff was expensive (62.5%), and facilities were lack (55.7%). Variables of perceptions of nurses’ services quality (p=0.000), tariff (p=0.0031), and facilities (p=0.024) significantly related to the interest in revisiting. Furthermore, the result of logistic regression showed that these factors influenced the interest in revisiting with Exp(B)=4.511; Exp(B)=2.478; and Exp(B)=2.352 respectively.

The hospital managers need to improve services quality of nurses consisted of five dimensions. Facilities need to be provided in accordance with the tariff. In addition, head of nurses needs to ask senior nurses to accompany internship students when they are working.

Key Words : Services Quality of Nurses, Tariff, Facilities, Interest in

Revisiting

Bibliography : 44 (1987-2012)