

ABSTRAK

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Analisis Strategi Pelayanan Geriatri Berbasis Rumah Sakit dengan Menggunakan Value Chain di Rumah Sakit Islam Kendal

114 halaman + 12 tabel + 6 gambar + 17 lampiran

Peningkatan jumlah usia lanjut di Kabupaten Kendal berdampak pada kenaikan pasien geriatri di RSI Kendal namun belum terlayani secara holistik. *Bisnis Plan* tentang layanan unggulan geriatri belum jelas sehingga perlu dilakukan upaya untuk memberikan nilai tambah pada pelayanan. Tujuan penelitian untuk menganalisis penerapan strategi *value chain* pada pelayanan rawat jalan geriatri yang berbasis rumah sakit di RSI Kendal.

Jenis penelitian ini adalah kualitatif. Pengambilan data dengan tehnik wawancara mendalam. Subyek penelitian terdiri dari empat orang informan utama yaitu Direktur, Manager Pelayanan, Manager SDM, Kepala Ruang Rawat Jalan, sedangkan dua orang dokter spesialis, satu orang perawat poli Dalam dan satu perawat poli Syaraf sebagai informan triangulasi. Analisis data dilakukan dengan analisis isi.

Hasil penelitian menunjukkan bahwa kekuatan nilai pada pelayanan geriatri berada pada letak geografis, kepuasan pelayanan, mutu pelayanan yang didukung oleh budaya yang profesional serta sumber daya teknologi untuk kelas C. Kelemahan nilainya terletak pada perawat pemberi pelayanan yang belum terstandar sebagai perawat gerontik dan belum adanya survey pasar pelayanan geriatri. Pelayanan geriatri masih dilayani dipoli penyakit dalam, syarat dan fisioterapi. Proses analisis pada relevansi kompetitif memberikan gambaran bahwa pelayanan geriatri memiliki nilai yang sangat dihargai, langka, sulit ditiru dan berkesinambungan.

Simpulan penelitian ini adalah pelayanan geriatri memiliki keunggulan kompetitif dan strategi yang dapat diterapkan adalah diferensiasi. Disarankan kepada manajemen untuk mengevaluasi *bisnis plan* dengan melakukan penelitian pasar dan perencanaan SDM marketing.

Kata kunci : Analisis, *Value chain*, strategi bisnis, geriatri, rumah sakit

Kepustakaan : 29 buku

ABSTRACT

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Strategic Analysis of Hospital-Based Geriatric Care using Value Chain at Islamic Hospital in Kendal

114 pages + 12 tables + 6 figures + 17 enclosures

The increase of elderly people number in Kendal District influenced the increase of geriatric patient number at Islamic Hospital. Unfortunately, patients had not been comprehensively served. Business plan of geriatric excellent services was unclear. Therefore, there needed to make an effort to provide value on the services. This research aimed to analyze the implementation of value chain strategy at hospital-based geriatric care at outpatient unit of Islamic Hospital in Kendal.

This was qualitative research. Data collection used indepth interview. Main informants consisted of Director, Service Manager, Human Resource Manager, and Head of Outpatient Room. Meanwhile, informant for triangulation purpose consisted of 2 specialists, 1 nurse at internist polyclinic and 1 nurse at neurology polyclinic. Data were analyzed using content analysis.

The results of this research showed that geriatric services had some strengths as follows: geographical position, service satisfaction, quality of services supported by professional culture and resources of technology for class C. Meanwhile, some weaknesses consisted of unstandardized nurse and unavailable market survey for geriatric services. In addition, the services were just provided at polyclinics of internist, neurology, and physiotherapy. The process of analysis in terms of the competitive relevance revealed that geriatric services had value which was very appreciated, rare, difficult to imitate, and sustainable.

In conclusion, a competitive advantage and a strategy which could be implemented by providing geriatric services were differentiation. Therefore, hospital management needs to evaluate business plan by conducting market survey and making a plan of marketing human resource.

Key Words : Analysis, Value Chain, Business Strategic, Geriatric, Hospital

Bibliography : 29 books