

**ABSTRAK**

**Wahyu Dwi Sulistyaningsih**

**Analisis Perbandingan Faktor Determinan Kepuasan Pelanggan Internal Puskesmas Rawat Inap Berstandar *International Organization for Standardization* (ISO) dengan Non ISO di Kabupaten Grobogan**

**xiv + 124 halaman + 25 tabel + 5 gambar + 5 lampiran**

Hasil data sekunder Dinas Kesehatan Kabupaten Grobogan tahun 2014 diperoleh perbedaan hasil penilaian kinerja mutu pelayanan di Puskesmas Rawat Inap berstandar ISO baik, sedangkan di Puskesmas Rawat Inap Non ISO cukup. Penurunan data kunjungan pasien rawat inap pada tahun 2014, puskesmas berstandar ISO 188 kunjungan dan puskesmas Non ISO 680 kunjungan. Tujuan penelitian ini adalah menganalisis perbedaan kepuasan pelanggan internal pelayanan Puskesmas rawat inap yang berstandar ISO dengan Non ISO di Kabupaten Grobogan.

Jenis penelitian ini adalah observasional dengan metode *survey* dan pendekatan kuantitatif. Sampel adalah semua pegawai yang bekerja di Puskesmas rawat inap ISO berjumlah 35 pegawai dan Non ISO 32 pegawai. Instrumen penelitian menggunakan kuesioner terstruktur. Analisis data dilakukan secara univariat, bivariat dengan *Mann-Whitney*.

Hasil penelitian ini adalah, ada perbedaan kepuasan pelanggan internal pada aspek lingkungan kerja ( $p = 0,002$ ) dan supervisi ( $p = 0,005$ ) antara puskesmas rawat inap yang berstandar ISO dengan Non ISO di Kabupaten Grobogan.

Saran yang direkomendasikan pada Puskesmas rawat inap ISO dan Non ISO pada aspek lingkungan kerja, lebih memperhatikan sarana prasarana yang sesuai dengan standar teknik, dan supervisi dengan mengutamakan evaluasi terhadap permasalahan dan merencanakan perbaikan.

Kata kunci : Faktor determinan kepuasan, pelanggan internal

Referensi : 39 (1987-2014)

**ABSTRACT**

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**Comparison Analysis of Determinant Factors of Internal Customer's Satisfaction between Inpatient Health Centre Standardised by International Organisation for Standardisation (ISO) and Non ISO in Grobogan District**

**xiv + 124 pages + 25 tables + 5 figures + 5 enclosures**

Secondary data in Grobogan District Health Office (DHO) in 2014 showed that the result of service quality performance assessment at health centre standardised by ISO was good, otherwise it was moderate for non ISO health centre. Number of patient visit at health centres with ISO in 2014 decreased 188 visits, whereas it declined 680 visits at non ISO health centres. The aim of this study was to analyse the differences of internal customer's satisfaction between inpatient health centres with ISO and inpatient health centres without ISO in Grobogan District.

This was an observational study using survey method and quantitative approach. Samples were all 35 officers working at inpatient health centres with ISO and all 32 officers working at inpatient health centres without ISO. Data were collected using structured questionnaires and analysed using methods univariate and bivariate (Mann-Whitney test).

The results of this research showed that there were any differences of internal customer's satisfaction in the aspects of work environment ( $p = 0.002$ ) and supervision ( $p = 0.005$ ) between these two types of health centres.

As suggestions, inpatient health centres with ISO and without ISO need to pay more attention to the aspect of work environment and technically standardised facilities. Supervising activities should be followed by evaluating problems and making a plan to improve.

**Key Words** : determinant factor of satisfaction; internal customer

**Bibliography** : 39 (1987-2014)