**Universitas Diponegoro**

**Fakultas Kesehatan Masyarakat**

**Program Studi Magister Ilmu Kesehatan Masyarakat**

**Konsentrasi Administrasi Rumah Sakit**

**2015**

**ABSTRAK**

**Rismayanti**

**Pengaruh Internal Marketing dan Kualitas Pelayanan BPJS Kesehatan terhadap Kinerja melalui Kepuasan Dokter di RSUD Ulin Banjarmasin**

**xiii + 154 halaman + 32 tabel + 9 lampiran**

*Internal marketing* dan kualitas pelayanan BPJS Kesehatan mempengaruhi kepuasan dokter yang selanjutnya menjadi faktor penentu kinerja dokter. Tujuan dari penelitian ini adalah mengalisis pengaruh internal marketing dan kualitas pelayanan BPJS Kesehatan terhadap kinerja dokter melalui kepuasan dokter di RSUD Ulin Banjarmasin.

Jenis penelitian ini adalah analitik dengan desain *cross sectional.* Pengumpulan data dilakukan secara angket dengan menggunakan kuisioner terstruktur. Subjek penelitian adalah semua dokter spesialis penyakit anak, penyakit dalam,ilmu bedah serta kandungan dan kebidanan yang bertugas di RSUD Ulin Banjarmasin yang memenuhi kriteria inklusi sebanyak 52 orang. Analisis data dilakukan dengan korelasi *Pearson* dan regresi linear berganda. Hasil penelitian menunjukkan ada korelasi antara *internal marketing* dengan kepuasan dokter (r = 0,584, p = 0,000), antara kualitas pelayanan BPJS Kesehatan dan kepuasan dokter (r = 0,499, p = 0,001), antara kepuasan dokter dan kinerja dokter (r = 0,583, p = 0,0001). Hasil penelitian dengan analisis regresi linear berganda menunjukkan bahwa *internal marketing* dan kualitas pelayanan BPJS Kesehatan memiliki kontribusi pengaruh terhadap kepuasan dokter sebesar 44,6% sedangkan yang 55,4% dijelaskan faktor lain. Kepuasan dokter memiliki kontribusi pengaruh terhadap kinerja dokter sebesar 32,7% sedangkan yang 67,3% dijelaskan variabel lain diluar model.

Disimpulkan bahwa *internal marketing* dan kualitas pelayanan berpengaruh terhadap kepuasan dokter yang selanjutnya berpengaruh terhadap kinerja dokter. Disarankan kepada BPJS Kesehatan untuk memperbaiki sistem pembiayaan INA-CBG's dan melakukan sosialisasi peraturan dan perundangan dengan lebih baik.

Kata kunci : *Internal Marketing* , Kualitas Pelayanan, Kepuasan,

*Badan Pelaksana Jaminan Sosial Kesehatan*

Kepustakaan : 92 (1968-2013)

**Diponegoro University**

**Faculty of Public Health**

**Master’s Study Program in Public Health**

**Majoring in Hospital Administration**

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**ABSTRACT**

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**The Influence of Internal Marketing and Service Quality of Health BPJS towards Performance through a Physician’s Satisfaction at Ulin Public Hospital in Banjarmasin**

**xiii + 154 pages + 32 tables + 9 appendices**

Internal marketing and service quality of health BPJS influence a physician’s satisfaction as a determinant factor of a physician’s performance. The aim of this study was to analyse the influence of internal marketing and service quality of health BPJS towards a physician’s performance through a physician’s satisfaction at Ulin Public Hospital in Banjarmasin.

This was an analytic study using a cross-sectional approach. Data were collected using a structured questionnaire. Research participants were all paediatricians, internists, surgeons, gynaecologists, and obstetricians working at Ulin Public Hospital in Banjarmasin who met inclusion criteria (52 persons). Data were analysed using Pearson product-moment correlation and multiple linear regression.

The results of this research showed that internal marketing (r=0.584; p=0.000) and quality service of health BPJS (r=0.499; p=0.001) statistically significantly related to a physician’s satisfaction. Meanwhile, a physician’s satisfaction (r=0.583; p=0.0001) statisically significantly related to a physician’s performance. Based on multivariate analysis, these two variables jointly contributed to a physician’s satisfaction equal to 44.6% whereas as many as 55.4% were explained by other factors. Meanwhile, a physician’s satisfaction significantly contributed to a physician’s performance equal to 32.7% whereas as many as 67.3% were explained by other factors.

Internal marketing and service quality influenced a physician’s satisfaction. A physician’s satisfaction influenced a physician’s performance. Health BPJS needs to improve a financing system of INA-CBG's and to conduct socialisation of regulations.

Keywords : Internal Marketing, Service Quality, Satisfaction, Social Security

Agency for Health

Bibliography: 92 (1968-2013)