

ABSTRAK

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**Analisis Pengaruh Motivasi, Pelatihan dan Kompensasi terhadap Kepuasan Pelanggan Internal dalam Pelayanan Proses Pendaftaran Poliklinik Rawat Jalan Pasien BPJS RSUD RA Kartini Jepara
xvi + 91 halaman + 19 tabel + 3 gambar + 6 lampiran**

Peningkatan jumlah pasien BPJS sebesar 91% (2013-2015) berakibat ketidakpuasan pelanggan internal sehingga produktivitas kerja kurang (SPM 60%, verifikasi mundur 15 hari, dan 7% berkas tidak terverifikasi). Faktor penyebabnya adalah motivasi berprestasi, efektifitas pelatihan dan kompensasi (insentif) sehingga penelitian ini bertujuan mengetahui pengaruh motivasi, pelatihan dan kompensasi terhadap kepuasan pelanggan internal.

Jenis penelitian observasional kuantitatif dengan desain *cross sectional*. Sampel penelitian adalah semua jumlah populasi sebanyak 73 responden dengan instrumen kuesioner terstruktur. Pengolahan data diskriptif analitik terdiri univariat, bivariat dan multivariat menggunakan SPSS.

Hasil penelitian motivasi kurang baik 42,5%, 39,7% kurang setuju dengan pelatihan, 56,2% kompensasi kurang sesuai dan 50,7% responden kurang puas. 2 variabel berhubungan terhadap kepuasan pelanggan internal yaitu motivasi ($p=0,001$) dan kompensasi ($p=0,047$). Ada pengaruh secara positif dan signifikan terhadap kepuasan pelanggan internal yakni motivasi ($p=0,007$) dan kompensasi ($p=0,000$) sedangkan kompensasi Exp(B) 8,628 kali pengaruhnya.

Kesimpulan penelitian ini bahwa kegiatan manajemen yang berpengaruh terhadap kepuasan pelanggan internal (pekerjaan itu sendiri, rekan kerja dan lingkungan kerja) adalah motivasi, dan kompensasi. Saran untuk manajemen RSUD RA Kartini Jepara mengevaluasi kebijakan sistem insentif yang berbasis pada tarif INA-CBGs. Saran untuk BPJS Kesehatan dilakukan evaluasi cara pendaftaran rawat jalan dengan prosedur administrasi yang efektif dan efisien.

Kata kunci : Motivasi, Pelatihan, Kompensasi, dan Kepuasan Pelanggan Internal.

Kepustakaan : 46 (1985-2016)

ABSTRACT

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Influence Analysis of Motivation, Training, and Compensation towards Internal Customers' Satisfaction in the Service of Registration Process at Outpatient Polyclinic for BPJS patients at RA Kartini Public Hospital in Jepara

xvi + 91 pages + 19 tables + 3 figures + 6 appendices

The increase of BPJS patients to be 91% during the period of 2013-2015 caused internal customers felt unsatisfied. There was a low working productivity (Minimum Service Standard was 60%, verification was delayed to be 15 days, and 7% of files were unverified. These problems were due to achievement motivation, effectiveness of training, and compensation (incentive). The aim of this study was to analyse the influence of motivation, training, and compensation towards internal customers' satisfaction.

This was an observational study using cross sectional approach. Number of samples were 73 respondents (total sampling). Data were collected using a structured questionnaire and analysed using methods of univariate, bivariate, and multivariate performed by SPSS.

The results of this study showed that about half of the respondents had low motivation (42.5%), did not agree with training (39.7%), felt insufficient with provided compensation (56.2%), and felt unsatisfied (50.7%). Variables significantly relating to the internal customers' satisfaction were motivation ($p=0.001$) and compensation ($p=0.047$). These two variables, namely motivation ($p=0.007$) and compensation ($p=0.000$; $\text{Exp}(B)=8.628$), positively significantly influenced the internal customers' satisfaction.

To sum up, managerial activities that influenced internal customers' satisfaction (its job, fellow employees, and work environment) were motivation and compensation. The RA Kartini Public Hospital in Jepara needs to evaluate the policy of incentive system on the basis of INA-CBGs tariff. Health BPJS needs to evaluate a registration process of outpatient by following administrative procedure effectively and efficiently.

Keywords : Motivation, Training, Compensation, and Internal Customers' Satisfaction

Bibliography: 46 (1985-2016)