

ABSTRAK

Kualitas pelayanan diakui sebagai penentu penting bagi keberhasilan suatu rumah sakit. Adapun tujuan dalam penelitian ini yaitu untuk menganalisis pengaruh kualitas pelayanan terhadap kepuasan pasien rawat inap peserta BPJS di RSUD Sinar Husni. Jenis penelitian ini merupakan penelitian kuantitatif dengan rancangan cross sectional. Lokasi penelitian ini dilakukan di RSUD Sinar Husni. Populasi penelitian yaitu seluruh pasien rawat inap peserta BPJS di RSUD Sinar Husni sebanyak 437 orang. Sampel dalam penelitian berjumlah 218 pasien. Data hasil survey dianalisis dengan menggunakan uji chi-square dan regresi logistik. Hasil penelitian menunjukkan bahwa ada pengaruh kehandalan pelayanan terhadap kepuasan pasien Rawat inap peserta BPJS di RSUD Sinar Husni, ada pengaruh ketanggapan pelayanan terhadap kepuasan pasien Rawat inap peserta BPJS di RSUD Sinar Husni, ada pengaruh keyakinan pelayanan terhadap kepuasan pasien Rawat inap peserta BPJS di RSUD Sinar Husni, ada pengaruh empati pelayanan terhadap kepuasan pasien Rawat inap peserta BPJS di RSUD Sinar Husni, ada pengaruh jaminan pelayanan terhadap kepuasan pasien Rawat inap peserta BPJS di RSUD Sinar Husni. Hasil penelitian ini menyarankan agar petugas kesehatan dapat meningkatkan kualitas pelayanan khususnya pada aspek ketanggapan dengan cara merespon keluhan dengan cepat, sehingga pasien merasa dihargai dan dilayani dengan baik.

Kata Kunci : Kehandalan, Ketanggapan, Keyakinan, Empati, Jaminan, Kepuasan, Pasien BPJS

ABSTRACT

Quality of service is recognized as an important determinant of the success of a hospital. The quality of health services can affect the degree of health and well-being of patients, because patients who are satisfied will come for treatment again. The purpose of this study was to analyze the effect of service quality on the satisfaction of Social Insurance Administration Organization inpatients at the Sinar Husni Hospital. This study used a quantitative analytical survey with a cross sectional study design. The location of this research was conducted at the Sinar Husni Hospital. The study population consisted of 437 Social Insurance Administration Organization inpatients at Sinar Husni Hospital. The number of samples in this study were 218 people. Survey data were analyzed using the chi-square test and logistic regression. The results showed that there was an effect of service reliability on the satisfaction of Social Insurance Administration Organization participants in RSU Sinar Husni, there was an effect of service responsiveness on the satisfaction of Social Insurance Administration Organization inpatients at Sinar Husni Hospital, there was an effect of service confidence on the satisfaction of Social Insurance Administration Organization inpatients at Sinar Husni Hospital. Husni, there is an influence of service empathy on the satisfaction of Social Insurance Administration Organization participant inpatients at Sinar Husni Hospital, there is an effect of service assurance on inpatient satisfaction of Social Insurance Administration Organization participants at Sinar Husni Hospital. The suggestion for this research is that health workers maintain patient satisfaction by improving the quality of service, especially in the aspect of responsiveness by responding to complaints quickly, so that patients feel appreciated and served well.

Keywords: Reliability, Responsiveness, Confidence, Empathy, Assurance, Satisfaction, Social Insurance Administration Organization Patients