

## ABSTRAK

Pandemi Covid-19 menyebabkan penurunan angka kunjungan pasien dan perubahan prosedur pelayanan pada pasien yang dirawat untuk mencegah penularan Covid-19. Hal tersebut berdampak terhadap penurunan kepuasan pasien pada kualitas pelayanan yang meliputi bukti fisik, kehandalan, ketanggapan, jaminan, dan empati. Tujuan penelitian ini untuk menganalisis kualitas pelayanan keperawatan terhadap kepuasan pasien rawat inap penyakit dalam selama pandemi Covid-19

Penelitian ini adalah penelitian studi analitik kuantitatif dengan pendekatan *cross sectional*. Penelitian dilakukan di Rumah Sakit Royal Prima Medan. Populasi penelitian sebanyak 285 orang, sampel diperoleh sebanyak 166 orang. Penarikan sampel dengan cara *purposive sampling*. Analisis data secara univariat, bivariat dengan uji *chi-square*, dan multivariat dengan regresi logistik berganda pada tingkat kepercayaan 95% ( $\alpha=0,05$ ).

Hasil penelitian menunjukkan bahwa kualitas pelayanan keperawatan berpengaruh terhadap kepuasan pasien rawat inap penyakit dalam di Rumah Sakit Royal Prima Medan pada masa pandemi Covid meliputi bukti fisik ( $p=0,000$ ), kehandalan ( $p=0,008$ ), ketanggapan ( $p=0,001$ ), dan jaminan ( $p=0,000$ ). Sedangkan faktor yang tidak berpengaruh yaitu empati ( $p=0,959$ ). Variabel bukti fisik (*tangibles*) merupakan variabel yang paling dominan mempengaruhi kepuasan pasien rawat inap penyakit dalam selama masa pandemi Covid-19 dengan nilai  $\text{Exp(B)}/\text{OR} = 13,773$ . Pasien yang menyatakan bukti fisik baik berpeluang merasa puas sebesar 13,7 kali lebih tinggi dibandingkan pasien yang menyatakan bukti fisik kurang baik.

Disarankan perawat Rumah Sakit Royal Prima Medan untuk meningkatkan mutu pelayanan keperawatan kepada pasien dengan meningkatkan tampilan bukti fisik, kehandalan, ketanggapan, serta jaminan dalam melayani pasien yang dirawat inap sehingga dapat meningkatkan kepuasan pasien.

**Kata Kunci :** Kualitas Pelayanan Keperawatan, Kepuasan Pasien, Pandemi Covid-19

## **ABSTRACT**

*The Covid-19 pandemic has caused a decrease in the number of patient visits and changes in service procedures for patients being treated to prevent transmission of Covid-19. This has an impact on decreasing patient satisfaction on service quality which includes physical evidence, reliability, responsiveness, assurance, and empathy. The purpose of this study was to analyze the quality of nursing services on the satisfaction of internal medicine inpatients during the Covid-19 pandemic*

*This research is a quantitative analytic study with a cross sectional approach. The research was conducted at the Royal Prima Hospital, Medan. The research population was 285 people, the sample obtained was 166 people. Sampling by purposive sampling. Data analysis was univariate, bivariate with chi-square test, and multivariate with multiple logistic regression at 95% confidence level ( $\alpha=0.05$ ).*

*The results showed that the quality of nursing services affected the satisfaction of inpatients for internal medicine at the Royal Prima Hospital Medan during the Covid pandemic including physical evidence ( $p = 0.000$ ), reliability ( $p = 0.008$ ), responsiveness ( $p = 0.001$ ), and assurance. ( $p=0.000$ ). While the factor that has no effect is empathy ( $p = 0.959$ ). The physical evidence variable (tangibles) is the most dominant variable affecting the satisfaction of internal medicine inpatients during the Covid-19 pandemic with a value of  $\text{Exp(B)}/\text{OR} = 13,773$ . Patients who stated good physical evidence had a 13.7 times higher chance of being satisfied than patients who stated poor physical evidence.*

*It is recommended that nurses at the Royal Prima Hospital Medan improve the quality of nursing services to patients by increasing the appearance of physical evidence, reliability, responsiveness, and assurance in serving hospitalized patients so as to increase patient satisfaction.*

**Keywords:** *Quality of Nursing Services, Patient Satisfaction, Covid-19 Pandemic*