

ABSTRAK

Mutu pelayanan kesehatan menjadi hal penting dalam organisasi pelayanan kesehatan dalam meningkatkan kesadaran masyarakat tentang kesehatan dan pelayanan kesehatan mendorong setiap organisasi untuk sadar mutu dalam memberikan pelayanan kepada pengguna jasa organisasi pelayanan kesehatan, *Total Quality Management (TQM)* merupakan pendekatan berorientasi pelanggan yang memperkenalkan perubahan manajemen yang sistematis dan perbaikan terus menerus, yang cocok untuk memenuhi kebutuhan mutu pelanggan, yang sederhananya produk atau jasa yang bermutu kalau dapat memuaskan pelanggannya. Tujuan Penelitian ini adalah menganalisis implementasi *Total Quality Management (TQM)* terhadap pasien rawat inap BPJS di RSUD Royal Prima Medan. Sampel pada penelitian ini sebanyak 133 perawat, analisis data menggunakan analisis univariat, bivariat dan multivariat. Hasil penelitian menunjukkan Penilaian responden berdasarkan variabel fokus pada pasien, mayoritas responden menjawab baik, hasil penelitian menunjukkan ada hubungan antara variabel fokus pada pasien terhadap kepuasan pasien rawat inap BPJS di RSUD Royal Prima Medan dengan tingkat hubungan dengan kategori cukup, Penilaian responden berdasarkan variabel kerjasama tim, mayoritas responden menjawab baik, hasil penelitian menunjukkan ada hubungan antara variabel kerjasama tim terhadap kepuasan pasien rawat inap BPJS di RSUD Royal Prima Medan dengan tingkat hubungan dengan kategori kuat, Penilaian responden berdasarkan variabel perbaikan sistem secara berkala, mayoritas responden menjawab baik, hasil penelitian menunjukkan ada hubungan antara variabel perbaikan sistem secara berkala terhadap kepuasan pasien rawat inap BPJS di RSUD Royal Prima Medan dengan tingkat hubungan dengan kategori kuat, Penilaian responden berdasarkan variabel pendidikan dan pelatihan, mayoritas responden menjawab baik, hasil penelitian menunjukkan ada hubungan antara variabel pendidikan dan pelatihan terhadap kepuasan pasien rawat inap BPJS di RSUD Royal Prima Medan dengan tingkat hubungan dengan kategori kuat.

Kata Kunci : *Total Quality Management, Pasien Rawat Inap*

ABSTRACT

The quality of health services is important in health service organizations in increasing public awareness about health and health services, encouraging every organization to be quality conscious in providing services to service users of health service organizations, Total Quality Management (TQM) is a customer-oriented approach that introduces changes in management that systematic and continuous improvement, which is suitable to meet the quality needs of customers, which is simply a quality product or service if it can satisfy its customers. The purpose of this study was to analyze the implementation of Total Quality Management (TQM) for BPJS inpatients at RSU Royal Prima Medan. The sample in this study were 133 nurses, data analysis used univariate, bivariate and multivariate analysis. The results showed that the respondent's assessment was based on the patient-focused variable, the majority of respondents answered well, the results showed that there was a relationship between the patient-focused variable and the satisfaction of BPJS inpatients at the Royal Prima Hospital Medan with the level of the relationship in the sufficient category. , the majority of respondents answered well, the results showed that there was a relationship between the teamwork variable and the satisfaction of BPJS inpatients at RSU Royal Prima Medan with the level of the relationship with a strong category. there is a relationship between the variable of periodic system improvement on the satisfaction of BPJS inpatients at RSU Royal Prima Medan with the level of the relationship with a strong category. Respondents' assessment is based on education and training variables, the majority of respondents answered b is good, the results of the study show that there is a relationship between education and training variables on satisfaction of BPJS inpatients at Royal Prima Hospital Medan with a strong category of relationship.

Keywords : *Total Quality Management, Inpatients*

