

ABSTRAK

Latar Belakang: Penerapan GCG dalam bisnis organisasi merupakan kunci keberhasilan organisasi dan memungkinkan untuk menghasilkan keuntungan jangka panjang dan memberikan layanan yang berkualitas. Di Indonesia, banyak masalah dengan penerapan GCG yang buruk dalam operasi organisasi di masa lalu. Pengaplikasian GCG semakin penting karena tentunya akan meningkatkan mutu pelayanan kesehatan dari organisasi kesehatan. **Tujuan Penelitian:** Untuk menganalisa pengaruh kewajaran (fairness) terhadap kepuasan pasien di ruang rawat inap RSU Royal Prima Medan dan Untuk menganalisa pengaruh transparansi (disclosure and transparency) terhadap tingkat kepuasan pasien di ruang rawat inap RSU Royal Prima Medan. **Metode:** Penelitian ini menggunakan pendekatan kuantitatif dengan rancangan cross sectional survey. Sumber data dalam penelitian ini adalah data primer dan data sekunder. Populasi pada penelitian ini seluruh pasien di rawat inap RSU Royal Prima Medan pada saat penelitian. **Hasil Penelitian:** Penelitian ini menunjukkan bahwa ada pengaruh kewajaran (fairness) terhadap kepuasan pasien di ruang rawat inap RSU Royal Prima Medan, Ada pengaruh transparansi (disclosure and transparency) terhadap tingkat kepuasan pasien di ruang rawat inap RSU Royal Prima Medan. Ada pengaruh akuntabilitas (accountability) terhadap tingkat kepuasan pasien di ruang rawat inap RSU Royal Prima Medan. Ada pengaruh responsibilitas (responsibility) terhadap tingkat kepuasan pasien di ruang rawat inap RSU Royal Prima Medan. Variabel yang dominan berpengaruh terhadap kepuasan pasien di RSU Royal Prima Medan adalah variabel kewajaran (fairness). **Kesimpulan:** Dalam analisis penelitian ini terdapat pengaruh Good Corporate Governance terhadap kepuasan pasien di RSU Royal Prima Medan.

Kata Kunci: Good corporate governance, Kepuasan Pasien.

ABSTRACT

Background: The implementation of GCG in an organization's business is the key to organizational success and allows it to generate long-term profits and provide quality services. In Indonesia, there have been many problems with poor GCG implementation in the organization's operations in the past. The application of GCG is increasingly important because it will certainly improve the quality of health services from health organizations. **Research Objectives:** To analyze the effect of fairness on patient satisfaction in the inpatient room of RSU Royal Prima Medan and to analyze the effect of transparency (disclosure and transparency) on the level of patient satisfaction in the inpatient room of RSU Royal Prima Medan. **Method:** This study uses a quantitative approach with a cross sectional survey design. Data sources in this study are primary data and secondary data. The population in this study was all patients in the hospitalization of RSU Royal Prima Medan at the time of the study. **Research Results:** This study shows that there is an effect of fairness on patient satisfaction in the inpatient room of RSU Royal Prima Medan, there is an influence of transparency (disclosure and transparency) on the level of patient satisfaction in the inpatient room of RSU Royal Prima Medan. There is an effect of accountability on the level of patient satisfaction in the inpatient room of RSU Royal Prima Medan. There is an influence of responsibility on the level of patient satisfaction in the inpatient room of RSU Royal Prima Medan. The dominant variable affecting patient satisfaction at RSU Royal Prima Medan is the variable of fairness. **Conclusion:** In the analysis of this study, there is an influence of Good Corporate Governance on patient satisfaction at RSU Royal Prima Medan.

Keywords: Good corporate governance, patient satisfaction.