

ABSTRAK

Dalam kondisi persaingan yang ketat hal utama yang perlu diprioritaskan oleh rumah sakit adalah bagaimana strategi peningkatan mutu pelayanan terhadap pasiennya. Mutu pelayanan keperawatan merupakan indikator kualitas pelayanan kesehatan. Penentu citra institusi pelayanan kesehatan di masyarakat adalah perawat. Tujuan dari penelitian ini adalah menganalisis indikator strategi mutu pelayanan keperawatan terhadap persepsi kepuasan pasien rawat inap di RSUD Royal Prima Medan. Jenis penelitian ini adalah deskriptif kuantitatif. Populasi dalam penelitian ini adalah pasien rawat inap di RSUD Royal Prima periode Januari 2024 – Februari 2024 yang berjumlah 300 pasien. Teknik pengambilan sampel dalam penelitian ini yaitu menggunakan teknik *accidental sampling* dengan jumlah sampel sebanyak 300 orang pasien. Analisis data menggunakan SEM dan SPSS dengan analisis yang digunakan meliputi analisis univariat, bivariat dan multivariat. Hasil penelitian menunjukkan mayoritas usia responden dalam penelitian ini adalah 31-40 tahun sebanyak 137 (45,7%), mayoritas berjenis kelamin perempuan sebanyak 215 (71,7%) dan berpendidikan PT (Perguruan Tinggi) sebanyak 157 (52,3%). Terdapat pengaruh indikator strategi mutu pelayanan *reliability* terhadap persepsi kepuasan pasien rawat inap di RSUD Royal Prima Medan, terdapat pengaruh indikator strategi mutu pelayanan *responsiveness* terhadap persepsi kepuasan pasien rawat inap di RSUD Royal Prima Medan, terdapat pengaruh indikator strategi mutu pelayanan *assurance* terhadap persepsi kepuasan pasien rawat inap di RSUD Royal Prima Medan, terdapat pengaruh indikator strategi mutu pelayanan *emphaty* terhadap persepsi kepuasan pasien rawat inap di RSUD Royal Prima Medan, terdapat pengaruh indikator strategi mutu pelayanan *tangibel* terhadap persepsi kepuasan pasien rawat inap di RSUD Royal Prima Medan, Variabel indikator strategi mutu pelayanan yang paling berpengaruh terhadap persepsi kepuasan pasien rawat inap di RSUD Royal Prima Medan adalah variabel indikator strategi mutu pelayanan *reliability* (X1).

Kata kunci: Mutu pelayanan, Keperawatan, Kepuasan, Pasien

ABSTRACT

In conditions of tight competition, the main thing that hospitals need to prioritize is a strategy to improve the quality of service to their patients. The quality of nursing services is an indicator of the quality of health services. Nurses determine the image of health service institutions in society. The aim of this research is to analyze indicators of nursing service quality strategies on the perception of satisfaction of inpatients at RSU Royal Prima Medan. This type of research is quantitative descriptive. The population in this study were inpatients at RSU Royal Prima for the period January 2024 – February 2024, totaling 300 patients. The sampling technique in this research used an accidental sampling technique with a sample size of 300 patients. Data analysis used SEM and SPSS with the analysis used including univariate, bivariate and multivariate analysis. The research results showed that the majority of respondents in this study were 31-40 years old, 137 (45.7%), the majority were female, 215 (71.7%) and had a PT (Higher Education) education, 157 (52.3%) . There is an influence of the reliability service quality strategy indicator on the perception of satisfaction of inpatients at RSU Royal Prima Medan, there is an influence of the responsiveness service quality strategy indicator on the perception of satisfaction of inpatients at RSU Royal Prima Medan, there is an influence of the assurance service quality strategy indicator on the perception of satisfaction of inpatients at RSU Royal Prima Medan, there is an influence of the empathy service quality strategy indicator on the perception of satisfaction of inpatients at RSU Royal Prima Medan, there is an influence of the tangible service quality strategy indicator on the perception of satisfaction of inpatients at RSU Royal Prima Medan, Service quality strategy indicator variable The most influential influence on the perception of satisfaction of inpatients at RSU Royal Prima Medan is the reliability service quality strategy indicator variable (X1).

Keywords: *Quality of service, Nursing, Satisfaction, Patients*

