

ABSTRAK

ANALISIS KEPUASAN PASIEN RAWAT INAP TERHADAP PELAYANAN RUMAH SAKIT

Studi Kasus Pada Rumah Sakit Santo Yusup, Boro Yogyakarta

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penelitian ini bertujuan untuk mengetahui mengenai kepuasan pasien terhadap pelayanan rumah sakit Santo Yusup, Boro. Penelitian ini dilatar belakangi oleh rendahnya jumlah pasien dan tingginya rujukan kerumah sakit lain, yang dapat mengindikasikan adanya ketidak puasan pasien terhadap pelayanan yang diberikan rumah sakit.

Subjek penelitian ini berjumlah 50 orang. Keseluruhan subjek ditentukan berdasarkan kriteria yang telah ditetapkan sebelumnya, yaitu pasien dengan usia antara 15-60 tahun dan menginap minimal 3 hari.

Alat penelitian yang digunakan dalam penelitian ini berupa skala sikap terhadap pelayanan rumah sakit yang dirancang sendiri oleh peneliti, wawancara dan meneliti dokumen. Data yang diperoleh melalui skala sikap dianalisis melalui rumusan Indeks Keuasan Pelanggan (IKP) sedangkan data lainnya melalui analisis isi.

Hasil penelitian ini menunjukkan sebanyak 32 (64%) pasien merasa puas dan sebanyak 18 (32%) pasien merasa tidak puas. Faktor yang berperan dalam kepuasan ini diantaranya kehandalan, adanya bukti langsung dan jaminan.

ABSTRACT

ANALYSIS

ON THE PATIENTS SATISFACTION OF

HOSPITAL SERVICES

A Study Case at Santo Yusup Hospital

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This research was aimed to identify the patients satisfaction of services offered in Santo Yusuf Hospital. The background of this research was the small number of patients who became consumers and high rate of recommendation to another hospital. Those indicated that there is some unsatisfied among the patients.

The subject of this research were 50 patients. All the subjects were chosen by a determinated criterion. They are the patients whose age ranges from 15 to 60 years old and stay in the hospital at least for three days.

The research method was scale of attitude toward services designed by researcher, interview and documentation study. The data were analyzed by formulation consumer satisfaction index and value analysis.

The result of this research showed that 32 (64%) patients had high satisfaction and the rest 18 (36%) had low satisfaction. The reability, tangibility and assurance were the main factors that explained the satisfaction among the patients.