

Abstrak

Tujuan penelitian ini untuk mengetahui upaya implementasi elemen *Green Hospital* dan dampaknya bagi pihak rumah sakit dan kepuasan pelanggan di RS Pantj Rapih. Rumah sakit memberikan dampak positif pada kualitas kehidupan yang baik, namun juga memiliki potensi sebagai sumber pencemaran paling besar terhadap lingkungan di sekitarnya. Penelitian ini menggunakan pendekatan kualitatif yaitu studi kasus. Hasil penelitian menunjukkan bahwa RS Pantj Rapih telah memenuhi persyaratan implementasi elemen *Green Hospital* sebesar 65% pada tahap kebijakan dan perencanaan dan 67% pada tahap implementasi dan operasi. Implementasi *Green Hospital* pada Rumah Sakit Pantj Rapih memberikan dampak yang positif bagi rumah sakit secara ekonomi, sosial dan lingkungan. Dua elemen yang memperoleh penilaian tertinggi untuk tingkat implementasi dan kepuasan pelanggan berada pada elemen pengelolaan limbah serta elemen kebersihan lingkungan dan pengendalian vektor. Tingkat implementasi dan kepuasan pelanggan terendah pada elemen efisiensi air sehingga perlu dilakukan evaluasi tahapan implementasi *Green Hospital* dan inovasi terkait efisiensi air. Dampak positif implementasi *Green Hospital* yang dirasakan pelanggan adalah dampak sosial yaitu rasa nyaman, relaksasi, dan suasana penyembuhan dari lingkungan rumah sakit.

Kata Kunci : *green hospital*, implementasi, dampak, kepuasan pelanggan

Abstract

The aim of this research is to determine the effort towards implementation of Green Hospital elements and its impact on the hospital itself and on customer satisfaction. Hospitals contribute positive impact on a better quality life, yet have potential as the biggest source of of disease pollution to the surrounding environment. This research uses qualitative with case study approach. The results show that the Panti Rapih Hospital had fulfilled the requirements for implementing the Green Hospital element by 65% at the policy and planning stages and 67% at the implementation and operation stages. The implementation of Green Hospital in Panti Rapih Hospital has a positive impact on hospitals economically, socially and environmentally. The two elements that obtain the highest ratings for the level of implementation and customer satisfaction are in the elements of waste management as well as the elements of environmental cleanliness and vector control. The lowest level of implementation and customer satisfaction in the element of water efficiency, so it is necessary to evaluate the stages of implementation of Green Hospital and innovations related to water efficiency. The positive impact of Green Hospital implementation felt by customers is the social impact such as comfortness, relaxation, and the healing atmosphere of the hospital environment

Keyword : green hospital, implementation, impact, customer satisfaction

