ABSTRAK

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HUBUNGAN MUTU PELAYANAN TERHADAP TINGKAT KEPUASAN PASIEN RAWAT INAP DI RUANG VIP DI RUMAH SAKIT UMUM DAERAH KABUPATEN CIAMIS

Mutu pelayanan rumah sakit mempunyai dua komponen, pemenuhan terhadap standar mutu yang ditetapkan dan pemenuhan kepuasan pelanggan. Metode yang digunakan survei dengan desain penelitian *cross sectional*. Populasi penelitian ini adalah orang yang pernah dirawat inap diruangan *very important person* (VIP) rumah sakit umum daerah kabupaten ciamis dengan sampel sebanyak 100 orang. Teknik pengambilan sampel *accidental sampling*. Data yang diperoleh melalui *google form* melalui nomor telepon. Analisis data yang dilakukan analisis univariat dan bivariat dengan uji normalitas pada data tersebut menggunakan uji korelasi *rank spearman*. Jawaban sebagian besar responden berada direntang usia 46-55 39 (39,0%), Pendidikan S1 68 (68%), pekerjaan wiraswasta 42 (42,0%). Hasil uji normalitas diketahui keseluhuran hasil data berdistribusi tidak normal nilai signifikasinya kurang dari 0,05, maka menggunakan uji koefisien rank spearman. hasil Korelasi koefisien hubungan *tangibles* dengan kepuasan pasien sebesar 0,947, hubungan *reability* dengan kepuasan pasien sebesar 0,975, hubungan *responsiveness* dengan kepuasan pasien sebesar 0,916, hubungan *assurance* dengan kepuasan pasien sebesar 0,969, hubungan *emphaty* dengan kepuasan pasien sebesar 0,780. Hasil uji koefisien korelasi spearman diperoleh nilai *Sig* (2-*tailed*) adalah sebesar 0,000, dapat disimpulkan terdapat hubungan yang signifikan antara *tangibles*, *reability*, *responsiveness*, *assurance* dan *emphaty* dengan tingkat kepuasan pasien. Saran bagi rumah sakit sebagai penyelenggara mampu meningkatkan kualitas dari pelayanan khususnya pada rawat inap demi peningkatan kepuasan pasien rawat inap terhadap pelayanan kesehatan.

Kata Kunci   : Rumah Sakit, Mutu Pelayanan, Kepuasan Pasien.

Kepustakaan : 37 (2005-2021)

ABSTRACT

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THE RELATIONSHIP OF QUALITY OF SERVICE TO THE LEVEL OF SATISFACTION OF INpatient PATIENTS IN THE VIP ROOM IN THE REGIONAL GENERAL HOSPITAL OF CIAMIS REGENCY

The quality of hospital services has two components, compliance with established quality standards and fulfillment of customer satisfaction. The method used is a survey with a cross sectional research design. The population of this study were people who had been hospitalized in the very important person (VIP) room at the Ciamis Regency General Hospital with a sample of 100 people. The sampling technique is accidental sampling. Data obtained through google form via telephone number. Data analysis was carried out by univariate and bivariate analysis with a normality test on the data using the Spearman rank correlation test. The answers of the majority of respondents are in the age range 46-55 39 (39.0%), Education S1 68 (68%), self-employed 42 (42.0%). The results of the normality test are known that the overall results of the data are not normally distributed, the significance value is less than 0.05, then use the Spearman rank coefficient test. The correlation coefficient of tangibles with patient satisfaction is 0.947, the relationship between reliability and patient satisfaction is 0.975, the relationship between responsiveness and patient satisfaction is 0.916, the assurance relationship with patient satisfaction is 0.969, the relationship between empathy and patient satisfaction is 0.780. The results of the Spearman correlation coefficient test obtained that the value of Sig (2-tailed) is 0.000, it can be concluded that there is a significant relationship between tangibles, reliability, responsiveness, assurance and empathy with the level of patient satisfaction. Suggestions for hospitals as organizers are able to improve the quality of services, especially in inpatients in order to increase inpatient satisfaction with health services.

Key Words   : Hospital, Service Quality, Patient Satisfaction.

References   : 37 (2005-2021)