

PENGUKURAN KUALITAS PELAYANAN RUMAH SAKIT TERHADAP KEPUASAN PELANGGAN DENGAN METODE SERVPERF, CSI, IPA, DAN LEAN SERVICE

Bayu Setiawan¹, Andung Jati Nugroho²

¹Program Studi Teknik Industri, Fakultas Sains & Teknologi
Universitas Teknologi Yogyakarta

ABSTRAK

Kepuasan pasien merupakan salah satu indikator penting yang harus diperhatikan dalam pelayanan kesehatan. Dengan demikian kepuasan pasien dirumah sakit tergantung bagaimana pelayanan yang diberikan oleh pihak rumah sakit tersebut. Oleh karena itu pengukuran kualitas pelayanan perlu dilakukan untuk mengevaluasi kinerja pelayanan, mengingat rumah sakit ini masih masuk dikelas

D. Penilaian kualitas dilakukan dengan pengukuran *Service Performance*, *Customer Satisfaction Index*, *Importance Performance Analysis*, dan *Lean Service*. Penilaian dilakukan penyebaran kuisioner kepada 25 pasien yang sedang berobat ke Rumah Sakit Umum PKU Muhammadiyah Nanggulan. Hasil analisis *service performance* menunjukkan bahwa tingkat kesesuaian antara kinerja dan harapan pasien berkisar 82,7% hingga 97,8%. Sedangkan hasil *Customer Satisfaction Index* kepuasan pelanggan sebesar 79,38% yang termasuk dalam kategori puas. Hasil *Importance Performance Analysis* menunjukkan terdapat 2 atribut kualitas yang harus diprioritaskan untuk diperbaiki terlebih dahulu, yaitu obat-obatan yang tersedia di rumah sakit lengkap dan terpercaya, tenaga medis senantiasa membantu jika pasien mengalami permasalahan. Usulan yang diberikan dengan pendekatan *Lean Service* adalah menambah dan melengkapi obat-obatan yang lebih baik dibandingkan obat-obatan sebelumnya, menambah jumlah tenaga medis agar jumlahnya seimbang dengan pasien dan banyaknya pekerjaan, menambah jumlah dokter jaga di rumah sakit. Upaya peningkatan kualitas pelayanan di atas sebaiknya benar-benar dilakukan oleh pihak rumah sakit untuk memberikan pelayanan yang lebih baik sesuai dengan harapan pasien.

Kata Kunci: *Service Performance*, *Customer Satisfaction Index*, *Importance Performance Analysis*, *Lean Service*.

MEASUREMENT OF HOSPITAL SERVICE QUALITY ON CUSTOMER SATISFACTION WITH SERVPERF, CSI, IPA, AND LEAN SERVICE METHODS

Bayu Setiawan¹, Andung Jati Nugroho²

¹. Industrial Engineering Study Program, Faculty of Science & Technology
University of Technology Yogyakarta

ABSTRACT

Patient satisfaction is one of the important indicators that must be considered in health services. Patient satisfaction at the hospital depends on how the services provided by the hospital. Therefore, it is necessary to measure service quality to evaluate service performance, considering that this hospital is still in class D. Quality assessment is carried out by measuring Service Performance, Customer Satisfaction Index, Importance Performance Analysis, and Lean Service. The assessment was carried out by distributing questionnaires to 25 patients who were seeking treatment at the PKU Muhammadiyah Nanggulan General Hospital. The results of the service performance analysis show that the level of conformity between performance and patient expectations ranges from 82.7% to 97.8%. While the results of the Customer Satisfaction Index state that customer satisfaction is 79.38% which is classified in the satisfied category. The results of the Importance Performance Analysis show that there are 2 quality attributes that must be prioritized to be improved first, namely medicines available in complete and reliable hospitals and medical personnel who always help if patients experience problems. The proposal given with the Lean Service approach is to add and complete medicines that are better than the previous medicines, increase the number of medical personnel so that the number is balanced with the number of patients and the number of jobs, and increase the number of doctors on duty at the hospital. Efforts to improve the quality of service above should really be done by the hospital to provide better service in accordance with patient expectations.

Keywords: *Service Performance, Customer Satisfaction Index, ImportancePerformance Analysis, Lean Service.*