

RINGKASAN

Penelitian ini bertujuan untuk mengetahui dan menganalisis penilaian konsumen terhadap pelayanan kesehatan dan harapan/keinginan pasien rawat inap di RS Santa Elisabeth (RSE). Penelitian ini menggunakan metode survei yang dianalisis dengan *Importance Performance Analysis* (IPA).

Sebanyak 235 kuesioner responden dibagi dalam 2 kelompok yaitu Kelompok A (Kelas VIP dan Kelas I) dan Kelompok B (Kelas II dan Kelas III). Pada Kelompok A diperoleh 5 atribut yaitu : kamar mandi ruang perawatan pasien bersih, ruang perawatan nyaman, prosedur pelayanan di rumah sakit tidak berbelit-belit, jadwal pelayanan perawat dilaksanakan 24 jam dan dokter siap memberikan pelayanan setiap kali dibutuhkan pasien terletak pada Kuadran A dari matriks IPA/Diagram Kartesius sebagai prioritas utama yang harus diperbaiki oleh rumah sakit. Pada kelompok B diperoleh 7 atribut yaitu : kamar mandi ruang perawatan pasien bersih, ruang perawatan nyaman, jadwal pelayanan perawat dilaksanakan 24 jam, petugas kesehatan terampil dalam melaksanakan pekerjaannya, dokter siap memberikan pelayanan setiap kali dibutuhkan pasien, perawat cepat bertindak terhadap keluhan pasien selama perawatan dan perawat siap memberikan layanan setiap kali dibutuhkan pasien terletak pada Kuadran A dari matriks IPA/Diagram Kartesius sebagai prioritas utama yang harus diperbaiki oleh rumah sakit.

Berdasarkan hasil penelitian disimpulkan bahwa Rumah Sakit Santa Elisabeth Purwokerto memiliki kinerja baik untuk pelayanan rawat inap, masih diperlukan strategi kinerja yang harus dilaksanakan agar dapat meningkatkan BOR rumah sakit. Peneliti menyarankan kepada manajemen RS Elisabeth untuk membenahi sistem manajemen dan sistem tatakelola RS, melengkapi sarana prasarana fisik khususnya rawat inap, pengadaan dokter spesialis, meningkatkan kinerja dan perilaku tenaga kesehatan melalui pelatihan karakter, meningkatkan keterampilan dan pengetahuan tenaga kesehatan melalui workshop, seminar sesuai kompetensi serta membenahi layanan administrasi yang cepat, transparan dan tidak terkesan menyulitkan konsumen melalui sistem komputerisasi/teknologi yang lebih canggih.

Kata kunci: kinerja pelayanan, rawat inap, rumah sakit, *Importance Performance Analysis*.

SUMMARY

The aim of this study is to know and understand the consumer assessment of health services in RS Santa Elisabeth. This study used survey method were analyzed with Importance Performance Analysis (IPA).

A total of 235 questionnaires of respondents were divided into 2 groups: Group A (VIP and Class I) and Group B (Class II and Class III). In Group A, five attributes were obtained: the bathroom was clean in patient room, patient room was comfortable, the hospital service procedure was not convoluted, nursing service schedule 24 hours and the doctor was ready to give service whenever the patient needed were located in Quadrant A of the matrix IPA/Cartesian diagram as the main priority that should be improved by the hospital. In group B, there were 7 attributes: the bathroom was clean in patient room, patient room was comfortable, nursing service schedule 24 hours, skilled health worker, the doctor was ready to give service whenever the patient needed, nurse has fast response on patient complaint during treatment and the nurse was ready to provide services whenever the patient needed were located in Quadrant A of the IPA/Cartesian diagram as the main priority that the hospital should fix.

The conclusions are Santa Elisabeth Hospital Purwokerto have good performance for inpatient service and still needed performance strategy that must be implemented in order to increase BOR. We suggest to the management of Elisabeth Hospital to improve management system and hospital governance system especially inpatient care, specialist procurement, improving the performance and behavior of health personnel through character training, improving skills and knowledge of health personnel through workshops and seminars, improving the administrative services, transparent and unimpressive to consumers through a computerized system/technology more sophisticated.

Keywords: performance, inpatients, hospital, *Importance Performance Analysis*.