

RINGKASAN

NENENG RIMA RAHMAWATI, Program Studi Magister Manajemen Program Pascasarjana, Universitas Jenderal Soedirman, Analisis Kartesius Kepuasan Pasien terhadap Atribut-Atribut Pelayanan Keperawatan di Instalasi Gawat Darurat RSUD Purwokondo Kebumen.

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Tujuan penelitian ini adalah (1) untuk mengetahui tingkat kepuasan pasien terhadap kinerja pelayanan Instalasi Gawat Darurat RSUD Purwokondo Kabupaten Kebumen dan (2) untuk mengetahui harapan dan tingkat kepuasan pasien terkait kualitas pelayanan Instalasi Gawat Darurat RSUD Purwokondo Kabupaten Kebumen baik medis dan non medis. Penelitian ini dilaksanakan di RSUD Purwokondo Kabupaten Kebumen, dengan sampel sebanyak 60 responden diambil secara *accidental sampling*. Analisis data yang digunakan adalah diagram kartesius, menggunakan lima dimensi kualitas pelayanan sebagai indikator, yang meliputi *tangible, reliability, responsiveness, assurance dan empathy*.

Hasil penelitian ini membuktikan ada empat indikator yang masuk dalam kuadran A (atribut pelayanan dianggap sangat penting untuk mempengaruhi kepuasan pasien, namun pihak RSUD Purwokondo belum melaksanakan sesuai harapan pasien. Ada enam indikator yang masuk kuadran B yang menunjukkan atribut-atribut pelayanan telah berhasil dilaksanakan di RSUD Purwokondo dengan sangat memuaskan, sehingga wajib dipertahankan. Ada tujuh indikator yang masuk kuadran C yang menunjukkan bahwa ada beberapa atribut yang dinilai kurang penting bagi pasien sehingga pelaksanaannya dilakukan secara biasa-biasa saja oleh RSUD Purwokondo dan tidak memuaskan pasien. Ada tiga indikator masuk kuadran D yang dianggap kurang penting oleh pasien, akan tetapi pelaksanaannya berlebihan tetapi sangat memuaskan.

Kata kunci : *tangible, reliability, responsiveness, assurance, empathy.*

SUMMARY

NENENG RIMA RAHMAWATI, Management Graduate Program in Jenderal Sudirman University, Cartesian analysis of the Patient Satisfaction Attributes of Nursing Services in the Emergency Room of Purwogondo Hospital in Kebumen Regency. Commission of supervisor, Chair: Drs. Bambang Agus P, MA, Ak, Ph.D, member: Dr. Ir. Anisur Rosyad, MS.

This study aims (1) To analyze the relationship between patient satisfaction and the service performance of Emergency Room in the hospital; (2) To analyze the expectations and level of satisfaction related to patient care quality of Emergency Room in the hospital both medical and non-medical. This study was conducted at Purwogondo Hospital in Kebumen district, with a sample of 60 respondents taken by accidental sampling. Analysis of the data used is Cartesian diagram, used five dimension of service quality as indicator covering *tangible*, *reliability*, *responsiveness*, *assurance* and *emphaty*.

These results prove are four indicators that fall into B quadrant (very important service attributes considered to affect patient satisfaction, but the patients of Purwogondo hospital have not executed as expected). There are six indicators that enter the B quadrant which shows the attributes of the service has been successfully implemented in Purwogondo hospital with very satisfactory, making it mandatory is maintained. incoming there are seven indicators quadrant C showed that there are some attributes that are considered less importance for the patient so that the implementation is done mediocre by the Purwogondo hospital and unsatisfactory patient. Incoming there are three indicators that affect the D quadrant patient is less important, but its implementation is less important exaggerated but very satisfying.

Keywords : *tangible*, *reliability* , *responsiveness*, *assurance*, *empathy*