

INTISARI

W. L. Yustina., 2014. Analisis Pengaruh Dimensi Kualitas Pelayanan Terhadap Tingkat Kepuasan Pasien Rawat Inap Kelas III Rumah Sakit Umum Daerah Dr. Moewardi, Surakarta. Program Studi D-IV Analisis Kesehatan. Fakultas Ilmu Kesehatan Universitas Setia Budi.

Kualitas Pelayanan adalah salah satu faktor yang dapat mempengaruhi kepuasan pasien, dimana kepuasan pasien dianggap tercapai apabila kinerja atau jasa yang diperoleh sesuai dengan harapan pasien. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh dimensi kualitas pelayanan (*Reliability, Tangibles, Responsiveness, Assurance, Empathy* dan *Accessibility*) terhadap tingkat kepuasan pasien baik secara parsial maupun secara simultan dan mengukur seberapa besar dimensi kualitas pelayanan memberikan pengaruh terhadap kepuasan pasien rawat inap kelas III RSUD Dr. Moewardi Surakarta.

Penelitian ini menggunakan metode *survei*, dengan teknik *purposive sampling*. Sampel yang digunakan sebanyak 142 pasien dari populasi rawat inap kelas III RSUD Dr. Moewardi Surakarta. Teknik pengumpulan data menggunakan kuesioner. Data yang diperoleh kemudian dianalisis menggunakan komputasi program *SPSS*. Analisis data yang dilakukan berupa uji deskriptif, uji validitas dan reliabilitas, uji normalitas, uji koefisien korelasi dan signifikansi, uji regresi linier sederhana, uji regresi linier berganda, uji koefisien determinasi dan uji asumsi klasik.

Berdasarkan analisis data statistik, indikator-indikator dalam penelitian ini bersifat valid, variabel bersifat reliabel, dan data terdistribusi normal. Berdasarkan hasil Uji *t* pada uji regresi linier berganda, secara parsial dimensi kualitas pelayanan *Reliability, Empathy* dan *Assurance* berpengaruh positif dan signifikan, sedangkan *Tangibles, Responsiveness* dan *Accessibility* tidak berpengaruh terhadap kepuasan pasien rawat inap kelas III di RSUD Dr. Moewardi. Selanjutnya Uji *F* pada uji regresi linier berganda menunjukkan secara simultan dimensi kualitas pelayanan (*Reliability, Tangibles, Responsiveness, Assurance, Empathy* dan *Accessibility*) berpengaruh positif dan signifikan terhadap kepuasan pasien rawat inap kelas III di RSUD Dr. Moewardi. Persentase tingkat kepuasan pasien rawat inap kelas III di RSUD Dr. Moewardi yang mampu diberikan melalui Kualitas pelayanan adalah 35,5 %.

Kata kunci: kualitas pelayanan, dimensi kualitas pelayanan, kepuasan pasien

ABSTRACT

W. L. Yustina., 2014. *Service Quality Dimension Effects Analysis against the Inpatient Satisfaction level in the third Class of General Hospital Dr. Moewardi, Surakarta.* D-IV Studies Program of Analyst Health. Faculty of Health Sciences University of Setia Budi

Service quality is one of the factors that can affect patient satisfaction, patient satisfaction which is considered achieved if performance or services obtained appropriate with the expectations of the patient. The purpose of this study was to determine the effect of service quality dimensions (Reliability, Tangibles, Responsiveness, Assurance, Empathy and Accessibility) to the level of patient satisfaction either partially or simultaneously and measure how much the dimensions of service quality influence on satisfaction of inpatients in the third class of Hospital Dr. Moewardi Surakarta.

This research used a survey method, with purposive sampling technique. The samples used were as many as 142 patients from the inpatient population in the third class of Hospital Dr. Moewardi Surakarta. The data gathering technique was taken by using questionnaires. The data obtained were analyzed using SPSS computing software. Data analysis was done by descriptive test, validity and reliability test, normality test, correlation coefficient test and significance, simple linear regression test, multiple linear regression test, coefficient determination test and classical assumption.

Based on statistical data analysis, the indicators in this research are valid, the variables are reliable, and the data were normally distributed. Based on t test results on multiple linear regression, partial dimensions of service quality of Reliability, Empathy and Assurance has positive and significant impact, while Tangibles, Responsiveness and Accessibility has no effect on inpatients satisfaction in the third class of Hospital Dr. Moewardi. Furthermore, F test on multiple linear regression test showed simultaneously the dimensions of service quality (Reliability, Tangibles, Responsiveness, Assurance, Empathy and Accessibility) has positive and significant impact on inpatients satisfaction in the third class of Hospitals Dr. Moewardi. The percentage level of inpatients satisfaction in the third class of Hospitals Dr. Moewardi that can be given through the service quality is 35.5%.

Keywords: service quality, service quality dimensions, patient satisfaction