

ABSTRACT

BOR (Bed Occupancy Rate) in ophthalmology department of dr. Soetomo General Hospital Surabaya for first and second class treatments rooms is still under the targeted ideal percentage ((65-85%)). This is because the average BOR in ophthalmology department of dr. Soetomo General Hospital Surabaya for the years 2003-2005 for first class treatment rooms is 52% and for the second class is still only 39,3%. In addition, the results of the preliminary survey about the level of patients' satisfaction shows that out of 10 patients only 30% are satisfied. This research is aimed to draw recommendations to increase patients' hospital stay period based on the judgment and hopes of patients according to the aspects of RATER by applying positioning matrix.

This research is a cross sectional study. Interviews were conducted on 42 respondents who were staying at the hospital. Respondents were chosen with the method of assignment sampling.

The results of the research show the following evidence of these aspects: 1) Reliability, what still remains the main strategic issue is the doctors' visitation schedule which is off, the existence of nurses and the fact that the administrator workers are not always available. 2) Assurance, this includes nurses' competencies, politeness and nurses' and administrator worker's friendliness. 3) Tangible, this includes the comfort and cleanliness of administrator's waiting room, the availability of clean toilets. 4) Empathy, this includes doctors' lack of attentions to patients' grievances, nurses who have not quite answered the patients' questions, medicine workers' service which differentiates between social statuses. 5) Responsiveness, this includes treatment and administration services that are not quick enough, slow actions from nurses, complicated and long administration procedures.

The recommendations that can be drawn are as follows: To overcome reliability, Assurance, Empathy, Responsiveness, it needs to change mind set aspect and customer focused services by carrying out quality awareness training which will create quality excellent in delivery services in accordance to their main tasks. To overcome tangible, it needs to improve out sourcing of cleaning service

Keyword : BOR (Bed Occupancy Rate), Service quality, positioning matrix

ABSTRAK

BOR (Bed Occupancy Rate) di Irna Bedah Mata RSUD dr. Soetomo Surabaya di kelas perawatan I dan II, masih berada dibawah target ideal (65-85%). Karena rata-rata BOR di Irna Bedah Mata RSUD dr. Soetomo Surabaya tahun 2003-2005 untuk kelas perawatan I sebesar 52 % dan kelas perawatan II hanya 39,3%. Selain itu dari hasil survey awal mengenai tingkat kepuasan terhadap 10 pasien diperoleh hasil hanya 30% pasien yang merasa puas. Penelitian ini bertujuan menghasilkan rekomendasi untuk meningkatkan hunian rawat inap berdasarkan penilaian dan harapan pasien rawat inap pada aspek RATER dengan menggunakan matrik posisi.

Penelitian ini merupakan studi *cross sectional*. Wawancara dilakukan pada 42 responden rawat inap. Responden diambil dari populasi dengan metode *sampling assignment*.

Hasil penelitian menunjukan dari aspek 1) *Reliability* yang masih menjadi isu strategi prioritas adalah jadwal visite tidak tepat waktu, keberadaan perawat dan petugas administrasi yang tidak selalu ada, 2) *Assurance* yaitu ketrampilan perawat, kesopanan dan keramahan perawat dan petugas administrasi, 3) *Tangible* yaitu kenyamanan dan kebersihan ruang tunggu administrasi, tersedia kamar mandi bersih, 4) *Empathy* yaitu perhatian dokter yang kurang terhadap keluhan pasien, perawat belum sepenuhnya menjawab pertanyaan pasien, pelayanan petugas obat yang membedakan status sosial, 5) *Responsiveness* yaitu pelayanan keperawatan dan administrasi yang kurang cepat, tindakan kurang cepat tanggap dari perawat, prosedur administrasi yang rumit dan berbelit-belit.

Rekomendasi yang dihasilkan adalah sebagai berikut: Untuk mengatasi *reliability*, *Assurance*, *Empathy*, *Responsiveness*, dilakukan perubahan aspek *mindset* dengan melakukan pelatihan *quality awareness* sehingga timbul *quality excellent* dalam pelayanan sesuai dengan tugas pokok dan fungsi mereka. Untuk mengatasi *tangible* dilakukan peningkatan *Out sourcing cleaning service*

Kata kunci: BOR (Bed Occupancy Rate), Mutu jasa, Matrik posisi