ABSTRACT

Effort to Reduce Discharge Against Medical Advice (DAMA) Rate Based on Service Quality Analysis in Inpatient of Sampang General Hospital

The Discharge Against Medical Advice (DAMA) rate in inpatient of Sampang General Hospital on 2012 – 2015 keep raising up to 9,0%. The objective of this research is to analyze DAMA rate based on service quality analysis in Sampang General Hospital. This is observational analytic research with cross sectional design. There are 1,403 patients as population which then calculated by simple random sampling. Data was collected on May 2016 by interviewed 22 DAMA patient and 66 non DAMA patients. The logistic regression test showed that patient factors do not have significant influence towards DAMA (p>0, 05), while family income (p=0,045) influence significantly towards DAMA. Hospital factors do not have significant influence towards DAMA (p>0, 05). Service quality show significant influence towards DAMA on the dimension of quality (reliability and trustworthiness p=0,015, service recovery p=0,029 and serviscape p=0,003). But there are only two quality dimensions (reliability and trustworthiness p=0,001 and serviscape p=0,001) influence towards patient satisfaction. Moreover, patient satisfaction show significant influence towards DAMA (p=0,009). This research conclude that there many factors influence DAMA. In order to reduce DAMA, hospital needs to increase the service quality of Sampang General Hospital.

Keywords: Discharge against Medical Advice (DAMA), Service Quality, Sampang General Hospital