

ABSTRACT

Customer satisfaction is one of the profit centers of the hospital. The level of satisfaction can be obtained from fulfilling patient expectations and evaluating service performance by customers towards hospital services. When customer needs have been fulfilled, it will make a sense of satisfaction arises and there will be a tendency from the customers to be loyal in utilizing services when it's needed. The Emergency Department of the Islamic Hospital of Surabaya has 53.99% patient satisfaction outcomes which are below the standard of 90%. The purpose of this study was to analyze patient satisfaction with the quality of services based on patient expectations of the services that will be provided and services that have been received by patients in the Emergency Room of the Islamic Hospital of Surabaya.

This research was descriptive quantitative research. The sample calculated using the simple random sampling formula, which as much as 100 people and conducted using accidental sampling. Data collection was carried out by giving questionnaires to the respondents.

Data were analyzed based on measuring the value of the gap between patient expectations and the respondents' assessment of service performance which was then used to determine the magnitude of the gap. The results showed that respondents had high expectations for all aspects of the service quality dimension.

The conclusion of this study is that patients are still not satisfied with the services provided by the Emergency Department of the Surabaya Islamic Hospital.

Keywords: expected service, services perceived service, customer gap, customer satisfaction.

ABSTRAK

Kepuasan pelanggan merupakan salah satu *profit center* dari rumah sakit. Tingkat kepuasan dapat berasal dari terpenuhinya harapan pasien dan penilaian kinerja pelayanan oleh pelanggan terhadap jasa pelayanan rumah sakit. Ketika kebutuhan pelanggan telah terpenuhi maka akan timbul rasa puas dan kecenderungan pelanggan untuk loyal dalam memanfaatkan pelayanan jasa apabila dibutuhkan. Instalasi Gawat Darurat Rumah Sakit Islam Surabaya memiliki capaian kepuasan pasien sebesar 53,99% yang berada di bawah standar yaitu 90%. Tujuan dari penelitian ini yaitu menganalisis kepuasan pasien terhadap kualitas pelayanan berdasarkan harapan pasien terhadap pelayanan yang akan diberikan dan pelayanan yang telah diterima oleh pasien di Instalasi Gawat Darurat Rumah Sakit Islam Surabaya.

Penelitian ini merupakan penelitian kuantitatif deskriptif. Sampel dihitung dengan rumus simple random sampling, yaitu sebesar 100 orang dan diambil dengan cara *accidental sampling*. Pengumpulan data dilakukan dengan cara memberikan kuisioner kepada responden.

Data dianalisis berdasarkan pengukuran nilai kesenjangan antara harapan pasien dan penilaian responden terhadap kinerja pelayanan yang selanjutnya digunakan untuk mengetahui besaran kesenjangan. Hasil penelitian menunjukkan bahwa responden memiliki harapan besar terhadap seluruh aspek dari dimensi kualitas jasa.

Kesimpulan dari penelitian ini adalah pasien masih belum puas terhadap pelayanan yang diberikan oleh Instalasi Gawat Darurat Rumah Sakit Islam Surabaya.

Kata Kunci : pelayanan yang diharapkan, pelayanan yang diterima, customer gap, kepuasan pelanggan