

ABSTRACT**Improving The Community Satisfaction Index Achievement Based on the Analysis of Organizational Factors and Work Engagement at Dr. Soetomo District General Hospital Surabaya**

Patient satisfaction is one of the performance indicators for health services, including those at hospitals. The 2018 community satisfaction index of Dr. Soetomo District General Hospital Surabaya has not achieved the target at 77.9 of 80. This study aimed to formulate recommendations for improving the achievement of the community satisfaction index from the perspectives of organizational culture and employee work engagement at Dr. Soetomo District General Hospital Surabaya.

This study was quantitative and distributed questionnaires to 125 employees at the hospital. Data collected were then analyzed using the multiple linear regression test.

The results reveal that two organizational factors significant affecting employee work engagement involved organizational culture and management, as well as co-workers. The better organizational culture and management, as well as co-workers, thereby resulting in good employee work engagement. Recommendations that can be given to Dr. Soetomo District General Hospital Surabaya as improving the community satisfaction index achievement are improving and strengthening employee commitment through outing activities or capacity building, give or provide a media to accomodate aspirations and suggestions from employees regarding services that have been running, strengthening of supervision employee's job description, strengthening of rules and systems regarding employee rights and obligations, also implementing job rotation accordance with expertise possessed of employee.

In conclusion, not all organizational factors affected employee work engagement. Only organizational culture and management, as well as co-workers, did affect it. The previous recommendations need to be considered to improve the community satisfaction index at the hospital.

Keywords: organization, work engagement, satisfaction index, hospital

ABSTRAK**Upaya Peningkatan Capaian IKM Unit Pelayanan Berdasarkan Analisis Faktor Organisasi dan *Work Engagement* di RSUD Dr. Soetomo Surabaya**

Kepuasan pasien menjadi salah satu capaian kinerja dari sebuah pelayanan kesehatan, termasuk rumah sakit. Capaian Indeks Kepuasan Masyarakat RSUD Dr. Soetomo Surabaya pada tahun 2018 belum mencapai target yaitu hanya sebesar 77,9%. Tujuan dari penelitian ini untuk menyusun rekomendasi peningkatan capaian Indeks Kepuasan Masyarakat berdasarkan faktor organisasi dengan *work engagement* petugas pelayanan di RSUD Dr. Soetomo Surabaya.

Penelitian ini dilakukan secara kuantitatif melalui pengisian kuesioner. Responden penelitian ini merupakan 125 orang karyawan RSUD Dr. Soetomo Surabaya. Hasil pengumpulan data diolah menggunakan uji statistik regresi linier ganda.

Hasil penelitian ini menunjukkan bahwa variabel pada faktor organisasi yang berpengaruh signifikan terhadap *work engagement* adalah budaya organisasi dan manajemen dan rekan kerja. Semakin baik budaya organisasi serta manajemen dan rekan kerja yang baik, maka semakin baik juga *work engagement* karyawan. Rekomendasi yang diberikan kepada RSUD Dr. Soetomo Surabaya sebagai upaya peningkatan capaian indeks kepuasan masyarakat adalah melakukan perbaikan serta penguatan komitmen karyawan melalui kegiatan *outing* atau *capacity building*, memberikan wadah untuk menampung aspirasi serta saran dari karyawan terkait layanan yang telah berjalan, penguatan pengawasan pelaksanaan tupoksi karyawan, penguatan aturan dan sistem yang jelas mengenai hak dan kewajiban karyawan serta pelaksanaan rotasi kerja secara berkala sesuai dengan keahlian yang dimiliki.

Kesimpulan dari penelitian ini adalah tidak semua variabel faktor organisasi berpengaruh pada *work engagement*, hanya budaya organisasi serta manajemen dan rekan kerja. Rekomendasi yang tersusun dapat dipertimbangkan sebagai upaya peningkatan IKM di RSUD Dr. Soetomo Surabaya.

Kata kunci : organisasi, *work engagement*, indeks kepuasan, rumah sakit