

RINGKASAN

Rumah sakit Reksa Waluya (RSRW) Mojokerto adalah fasilitas pelayanan kesehatan milik Yayasan Kesehatan *Grejo Kristen Jawi Wetan* yang merupakan *non profit* dan memiliki 60 tempat tidur. Pelayanan yang diberikan meliputi pelayanan rawat inap, rawat jalan, beserta pelayanan penunjang seperti laboratorium, radiologi dan *CT Scan*, juga didukung oleh multi disiplin dokter spesialis. Pada survei awal tentang kepuasan perawat ditemukan bahwa dalam beberapa faktor perawat RSRW didapatkan bahwa kepuasan perawat tidak optimal. Hal ini didapatkan dari banyaknya perawat yang memilih kriteria biasa (41,9%) dan tidak puas (15,6%). Berdasarkan survei awal tersebut maka penelitian ini dilakukan.

Tujuan umum penelitian ini adalah menganalisis faktor dominan yang berpengaruh pada kepuasan kerja perawat RSRW dalam upaya memperbaiki kepuasan kerja perawat. Sedangkan tujuan khusus adalah menganalisis faktor lingkungan kerja, faktor individu, faktor organisasi, dan faktor *brand image* terhadap kepuasan kerja terhadap kepuasan kerja perawat dan mencari faktor dominan serta upaya perbaikan kepuasan kerja perawat RSRW.

Penelitian ini merupakan penelitian *cross sectional* dan merupakan studi kasus pada rumah sakit Reksa Waluya Mojokerto sehingga hasil penelitian ini tidak bisa digeneralisasi untuk rumah sakit lain. Populasi responden yang digunakan pada penelitian ini adalah seluruh perawat yang ada di RSRW yang berpendidikan SPK, SPK bidan, akademi keperawatan dan akademi kebidanan yang berjumlah 54 orang. Untuk menganalisis pengaruh faktor organisasi, lingkungan kerja, individu dan *brand image* dan yang paling dominan terhadap kepuasan kerja digunakan uji analisis multipel regresi. Dalam uji deskriptif disajikan nilai frekuensi jawaban dan persentasenya.

Dalam hasil deskriptif penelitian ditemukan bahwa faktor keamanan tempat kerja paling berpengaruh (43,1%) dalam faktor lingkungan kerja. Pada faktor individu dari lima hal yang diteliti, penghargaan atas prestasi merupakan faktor yang menjadi masalah utama (25,4%). Kebijakan kepegawaian menjadi faktor yang menjadi masalah utama dalam faktor organisasi, hal ini ditunjukkan dengan 25,5%

responden yang memilih hal tersebut, sementara pada faktor *brand image* responden memilih 17,5% menjadikan faktor tersebut sebagai masalah.

Hasil dari penelitian ini menunjukkan bahwa terdapat faktor yang dominan terhadap kepuasan kerja perawat RSRW adalah faktor organisasi ($p=0,019$) dan faktor *brand image* ($p=0,002$). Hal ini berarti bahwa makin tinggi kepuasan perawat terhadap kedua faktor tersebut makin tinggi pula kepuasan kerja yang akan diperoleh perawat RSRW. Kesimpulan yang didapat adalah faktor yang dominan berpengaruh terhadap kepuasan kerja perawat RSRW adalah faktor *brand image* dan faktor organisasi.

Berdasarkan penilaian di atas dilakukan *Focus Group Discussion (FGD)* dan *indepth interview* untuk mencari penyebab dan solusi dari masalah tersebut. Dari Hasil *FGD* tersebut dan hasil *indepth interview* rekomendasi yang diberikan sebagai upaya perbaikan adalah: sosialisasi kebijakan kepegawaian yang lebih baik oleh manajemen atas dibantu dengan kepala perawatan dan kepala unit perawatan, peningkatan layanan dengan pembenahan *skill* SDM, melengkapi sarana dan prasarana, dan peningkatan komunikasi interpersonal guna meningkatkan penilaian *brand image*. Peningkatan keamanan kerja dilakukan dengan peningkatan kinerja satuan pengaman, pembuatan *locker* perawat dan melengkapi alat pelindung diri. Pada penghargaan atas prestasi dilakukan pemberian predikat perawat teladan dan pemberian *reward* jangka pendek yang menggunakan sistem *reflective diary* untuk menilai kinerja.

SUMMARY

Reksa Waluya Hospital (RWH) is a healthcare facility owned by Yayasan Kesehatan Grejo Kristen Jawi Wetan which is a non profit hospital. This hospital has 60 bed. RSRW serves outpatient clinic, inpatient service and also laboratory, radiology, CT Scan, and many kind of specialities doctors. The first job satisfaction survey has found that many RWH nurses not satisfied with their job. According to this result we did the research.

The general purpose of this research was to analyze dominant factors influencing work satisfaction of RWH nurses. The spesific purposes was to analyze work environment factor, individual factor, organizational factor and brand image factor influencing nurses work satisfaction and looking for the best solution to improve their work satisfaction.

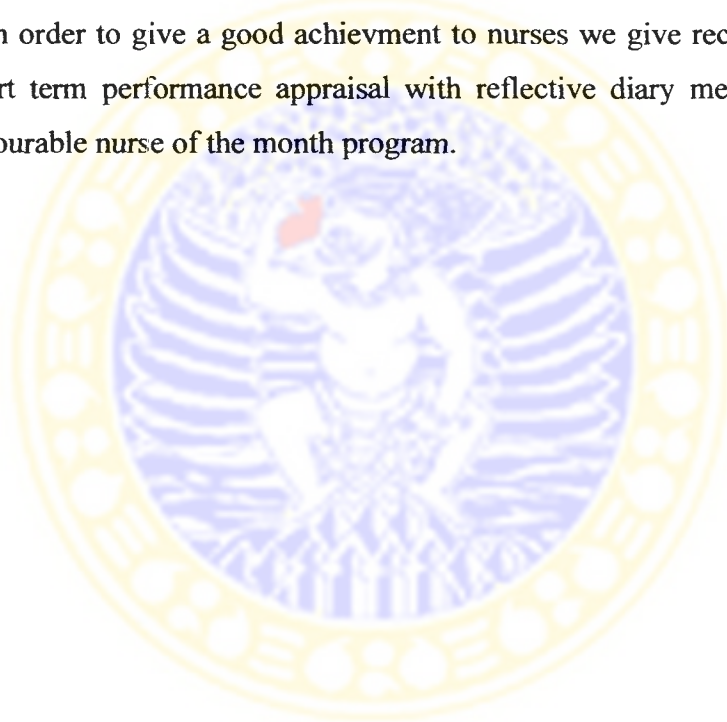
This was a descriptive cross sectional study, conducted in December 2005 at Reksa Waluya Hospital. As a case study at RWH, the result of this study can not be generelized to other hospitals. The sample was the total population of 54 nurses and the questionnaires and indepth interview were instruments to collect data. To analyze influence of work environment factor, individual factor, organizational factor and brand image factor the multiple regression statistical test was used as the analysis technique. Descriptive test was presented in the value of frequency and its percentage.

Descriptive frequencies showed that there were sub variables which nurses gave bad scores. The sub variable represent work environment factors was the security of the work (43,1%). The sub variable represent individual factors was achievment (25,4%). The sub variables represent organizational factors was management policy (25,5%). The brand image factor also had a bad score (17,5%).

The result of the study showed that factors which dominantly influenced RWH nurses work satisfaction were organizational factor ($p=0,019$) and brand image factor ($p=0,002$). It means that the higher satisfaction level of nurses to both factors the higher work satisfaction of RWH nurses. The conclusion of this study showed

that brand image and organizational factors dominantly influenced RWH nurses job satisfaction.

According to the study result, indepth interview and the Focus Group Discussion was done to find the cause and the best solution for the problems. The recommendations as the effort of nurse job satisfaction improvement that given by this research are: socialization of every management policies, make a better services in several ways: improvement nurses skills, give a good equipment and improve interpersonal communication to make a better brand image view. We also give recommendations to improve job security which are improvement of security performance, make some locker for nurses and buy equipment for universal precaution. In order to give a good achievment to nurses we give recommendations to make short term performance appraisal with reflective diary method, and also make an honourable nurse of the month program.



ABSTRACT

Reksa Waluya Hospital (RWH) is a healthcare facility owned by Yayasan Kesehatan Grejo Kristen Jawi Wetan which is a non profit hospital. This hospital has 60 bed. RSRW serve outpatient clinic, inpatient service and also laboratory, radiology, CT Scan, and many kind of specialities doctors. The first job satisfaction survey has found that many RWH nurses not satisfied with their job. According to this result we did the research.

This was a descriptive cross sectional study, conducted in December 2005 at Reksa Waluya Hospital. As a case study at RWH, the result of this study can not be generalised to other hospitals. The sample was the total population of 54 nurses and the questionnaires and indepth interview were instruments to collect data. To analyze influence of work environment factor, individual factor, organizational factor and brand image factor the multiple regression statistical test was used as the analysis technique.

The Result of this study: from those four factors the most dominant factor was brand image factor ($p=0,002$) and the second dominant was organizational factor ($p=0,019$). It means that the higher satisfaction level of nurses to both factors the higher work satisfaction of RWH nurses. The conclusion of this study showed that brand image and organizational factors dominantly influenced RWH nurses job satisfaction.

The recommendations as the effort of nurse job satisfaction improvement that given by this research are: socialization of every management policies, make a better services in several ways. We also give recommendations to improve job security and In order to give a good achievement to nurses we give recommendations to make short term performance appraisal with reflective diary method, and also make an honourable nurse of the month.

Key words: Nurses, job satisfaction, organizational factor, individual factor, brand image factor, and work environment factor.