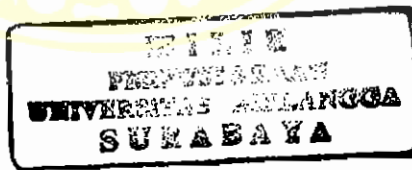


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TESIS

**ANALISIS CITRA DAN HARAPAN PELANGGAN
TERHADAP RAWAT INAP KELAS UTAMA RUMAH SAKIT JIWA MENUR
SURABAYA**

(Sebagai dasar menyusun rencana pengembangan rawat inap kelas utama)



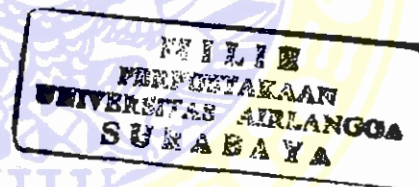
EDITH MARIA DJAPUTRA

**PROGRAM PASCASARJANA
UNIVERSITAS AIRLANGGA
SURABAYA
2004**

**ANALISIS CITRA DAN HARAPAN PELANGGAN TERHADAP RAWAT
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(Sebagai dasar menyusun rencana pengembangan rawat inap kelas utama)**

TESIS

Untuk memperoleh Gelar Magister dalam
Program Studi Administrasi dan Kebijakan Kesehatan
Minat Studi Administrasi Rumah Sakit
pada Program Pascasarjana Universitas Airlangga



Oleh

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SURABAYA
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Lembar Pengesahan

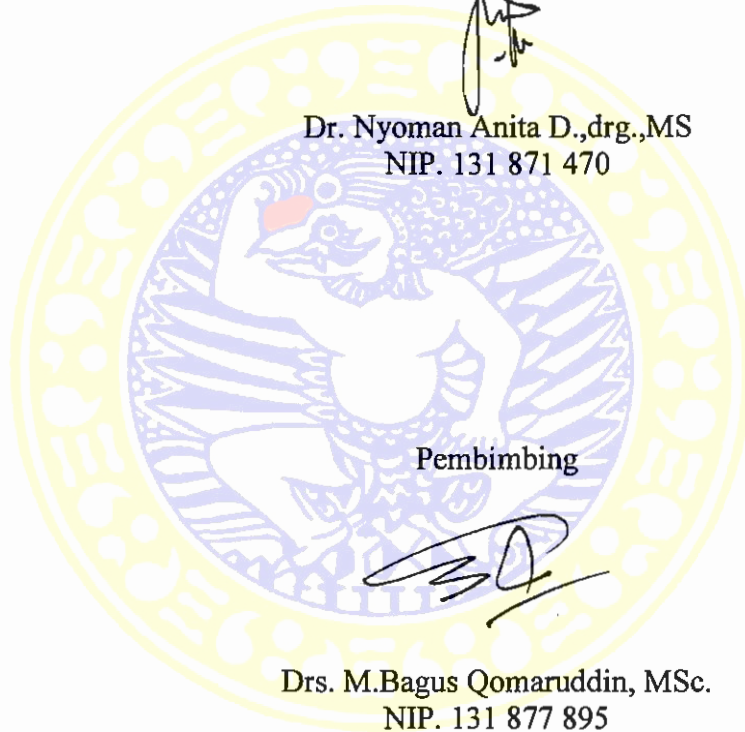
TESIS INI TELAH DISETUJUI
PADA TANGGAL 16 SEPTEMBER 2004

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ABSTRACT

An Image and Customer Expectation Analysis on the Main Class Inpatient Rooms of Surabaya Menur Mental Hospital (A Plan to Develop Main Class Inpatient Rooms)

Edith Maria Djaputra

Surabaya Menur Mental Hospital (SMMH) is an A class mental hospital located in Surabaya. At present it has a 30-bed Main Class inpatient facility designed for NAPZA (Narcotics, Alcohol, Psychotropics, and other Addictive Substances) patients. There are no Main Class facilities for non-NAPZA patients. When first opened in April 2002, the Main Class rooms only admitted NAPZA patients. In due course there was an increasing demand, thus it began admitting non-NAPZA patients starting in August 2002. The purpose of this study was to analyze SMMH image and expectations of possible Main Class facilities for non-NAPZA customers.

This was a product development research, using a cross-sectional customer survey design and conducted from May until June 2004. The respondents were non-NAPZA patients and their families, NAPZA patients and their families, physicians and psychologists working at SMMH. The non-NAPZA patients, families, physicians and psychologists were asked about their image and expectations of SMMH. The NAPZA patients and families were asked about their opinion in regards of putting NAPZA and non-NAPZA patients in the same Main Class rooms.

The study results were: respondents who had never visited SMMH stated that SMMH had worse conditions but it had a cheaper prize in pertaining to the Main Class rooms and they also did not expect Main Class facilities at SMMH. There were still many respondents who thought of SMMH as a hospital only for psychotic patients. Patient's families who had negative opinions about the patient, tended to expect more of the existence of Main Class rooms for the sick patients. Most of the respondents expressed their objection on the policy of uniting NAPZA and non-NAPZA patients in the same Main Class rooms. From Focus Group Discussion, it was derived that SMMH should have Main Class rooms designed for non-NAPZA patients. Until July 2004 the total Bed Occupancy Rate (BOR) of the Main Class facility was 20.62% (17.82% non-NAPZA and 2.8% NAPZA patients), assumably caused by SMMH low image as psychotic patients' hospital. This wrong perception is mostly held by respondents who have never visited SMMH.

The conclusion was that SMMH should build a Main Class inpatient facility specially designed for non-NAPZA patients, supported with aggressive marketing efforts.

Key Words: mental hospital, Main Class inpatient facility, image, expectation