

ABSTRACT

The Effort of Quality Improvement of Inpatient Services Based on Analysis of Hospital Service Quality, Hospital Brand Image and Patient Satisfaction (Study at Inpatient Installation of RSUD Piru, West Seram, Maluku)

Patient satisfaction is one indicator of the quality of hospital services. The average value of patient satisfaction at the inpatient installation of RSUD Piru during October-December 2018 is low with the value of 2,655. This study aimed to develop the efforts to improve the quality of service for patients at the inpatient installation of RSUD Piru through analysis of hospital service quality, hospital brand image, and patient satisfaction. This research used cross sectional design. The research was conducted at RSUD Piru in December 2018-June 2019. The population of this study was patients who had received inpatient services. There were 104 respondents chosen by consecutive sampling. The primary data was collected through questionnaire that has been tested for validity and reliability. The analysis used multiple linear regression test. The results showed that hospital service quality, hospital brand image, and patient satisfaction in the inpatient installation of RSUD Piru is good. The dimensions of hospital service quality that affect the patients satisfaction are doctor's waiting time ($p=0,000$, $b=0,285$), valence ($p=0,000$, $b=0,257$), doctor's attitude ($p=0,000$, $b=0,237$), ambient condition ($p=0,000$, $b=0,160$), nurse expertise ($p=0,000$, $b=0,134$) and doctor's behavior ($p=0,000$, $b=0,115$). The dimensions of hospital brand image that affect the patients satisfaction are types of brand association ($p=0,000$, $b=0,566$) and strength of brand association ($p=0,000$, $b=0,351$). Hospital management should prioritize the improvement of hospital service quality because the result of the study showed that the effect of hospital service quality is stronger than hospital brand image on patient satisfaction.

Keywords: quality improvement, service quality, brand image, patient satisfaction, inpatient

ABSTRAK

**Upaya Peningkatan Mutu Pelayanan Rawat Inap Berdasarkan Analisis
Hospital Service Quality, Hospital Brand Image Dan Kepuasan Pasien
(Studi di Instalasi Rawat Inap RSUD Piru,
Seram Bagian Barat, Maluku)**

Kepuasan pasien merupakan salah satu indikator kualitas pelayanan rumah sakit. Nilai rerata kepuasan pasien di instalasi rawat inap RSUD Piru selama Oktober-Desember tahun 2018 tergolong rendah dengan nilai 2,655. Penelitian ini bertujuan menyusun upaya peningkatan mutu pelayanan pasien di instalasi rawat inap RSUD Piru melalui analisis *hospital service quality, hospital brand image* dan kepuasan pasien. Rancang bangun penelitian ini adalah *cross sectional*. Penelitian dilakukan di RSUD Piru pada bulan Desember 2018-Juni 2019. Populasi penelitian ini adalah pasien yang sudah mendapatkan pelayanan rawat inap. Besar sampel sebanyak 104 responden dengan teknik sampling secara *consecutive sampling*. Pengumpulan data dilakukan dengan menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Uji statistik yang digunakan adalah uji regresi linier berganda. Hasil penelitian menunjukkan bahwa *hospital service quality, hospital brand image*, dan kepuasan pasien di instalasi rawat inap RSUD Piru tergolong baik. Dimensi *hospital service quality* yang berpengaruh adalah *waiting time* dokter ($p=0,000$, $b=0,285$), *valence* ($p=0,000$, $b=0,257$), *attitude* dokter ($p=0,000$, $b=0,237$), *ambient condition* ($p=0,001$, $b=0,160$), *expertise* perawat ($p=0,015$, $b=0,134$) dan *behavior* dokter ($p=0,045$, $b=0,115$). Dimensi *hospital brand image* yang berpengaruh yakni *types of brand association* ($p=0,000$, $b=0,566$) dan *strength of brand association* ($p=0,002$, $b=0,351$). Manajemen rumah sakit sebaiknya memprioritaskan perbaikan *hospital service quality* karena dari hasil penelitian menunjukkan bahwa pengaruh *hospital service quality* lebih kuat daripada *hospital brand image* terhadap kepuasan pasien.

Kata kunci: peningkatan mutu, *service quality, brand image*, kepuasan pasien, rawat inap