

Analisis pengaruh orientasi pelanggan terhadap kinerja perawat: Studi kasus: RS Fatmawati Jakarta

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Abstrak

Penelitian ini menunjukkan bagaimana hubungan antara ciri-ciri kepribadian, orientasi pelanggan, dan kinerja perawat pada Rumah Sakit Fatmawati di Jakarta.

Dalam penelitian ini, peneliti mencoba menganalisis bahwa dengan merekrut SDM yang sesuai dengan ciri-ciri kepribadian yang berpengaruh terhadap perilaku orientasi pelanggan yang sangat berguna bagi kepuasan konsumen Rumah Sakit yang bersangkutan. Dan peneliti juga menganalisis apakah perilaku orientasi pelanggan sudah diterapkan dan mendapatkan porsi dalam penilaian kinerja karyawan. Karena menurut peneliti, apabila perilaku orientasi pelanggan dalam bekerja diberi insentif yang secukupnya dalam penilaian kinerja, niscaya perilaku orientasi pelanggan akan meningkat dalam aktivitas kerja, sehingga otomatis akan meningkatkan kepuasan konsumen. Kepuasan konsumen adalah penting untuk keberlangsungan jangka panjang Rumah Sakit.

Orientasi Pelanggan dalam penelitian ini terdiri dari 2 dimensi, yaitu Dimensi Senang dan Dimensi Tahu Kebutuhan. Sedangkan Ciri-ciri Kepribadian dijelaskan oleh 14 variabel, yaitu: 1.) Introversi, 2.) Ekstroversi, 3.) Agreeableness, 4.) Disagreeableness, 5.) Conscientiousness, 6.) Unconscientiousness, 7.) Emotional Stability, 8.) Neuroticism, 9.) Openness to Experiences, 10.) Conservative, 11.) High of Need for Activity, 12.) Low of Need for Activity, 13.) Trait of Competitiveness, dan 14.) Self Efficacy. Dan Kinerja Karyawan Menggunakan 3 Dimensi, yaitu Kemampuan untuk membina hubungan dengan orang lain, Kemampuan teknis keperawatan/Kemampuan teknis, dan Konseptual Skills.

Sampel Penelitian adalah Rumah Sakit Fatmawati Jakarta dengan responden adalah perawat dan supervisor masing-masing perawat. Jumlah responden perawat adalah 100 orang. Adapun responden perawat adalah perawat rawat inap ruang rawat inap VIP, Kelas I, Kelas II, dan Kelas III. Sedangkan responden supervisor adalah para supervisor dari perawat yang terpilih sebagai responden.

Hubungan antara ciri-ciri kepribadian, orientasi pelanggan, dan kinerja perawat pada Rumah Sakit Fatmawati di Jakarta ini dianalisis dengan menggunakan SPSS 11.5 for Windows.

Hasil Penelitian ini menunjukkan bahwa :

1. Dari ke-14 variabel chi-squared kepribadian yang diteliti hanya 4 yang signifikan menjelaskan perilaku orientasi pelanggan. Ke-4 variabel tersebut adalah, 1.) conscientiousness, 2.) high need for activity, 3.) openness to experiences, dan 4.) self efficacy. Sedangkan ke-10 lainnya tidak signifikan menjelaskan perilaku orientasi pelanggan. Ke-10 variabel ciri-ciri kepribadian tersebut adalah, 1.) extroversi, 2.) introversi, 3.) agreeableness, 4.) disagreeableness, 5.) unconscientiousness, 6.) low of need for activity, 7.) conservative,

8.) emotional stability, 9.) neuroticism, dan 10.) trait of competitiveness.

2. Orientasi pelanggan signifikan menjelaskan penilaian performance of human relationships namun dengan nilai koefisien yang sangat kecil.

3. Orientasi pelanggan signifikan menjelaskan penilaian performance of conceptual skills namun dengan nilai koefisien juga sangat sangat kecil.

4. Orientasi pelanggan juga signifikan menjelaskan penilaian performance of technical skills namun dengan nilai koefisien yang sangat kecil.

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The research is showing a relationship among personality traits, customer orientation and nurses working performance at the Fatmawati Hospital in Jakarta.

Here the researcher tried to prove that by recruiting human resources based on their personality traits would influence much on the customer satisfaction rate in the hospital. The researcher also tried to see if the customer orientations have already been implemented properly and having a portion in an employee performance appraisal at that hospital. The researcher thinks that if the customer orientation behavior is also an element to be appraised, then this culture will be improved in the working environment and automatically will improve consumer satisfaction rate. This consumer satisfaction is really important to enable the hospital to compete with others.

Customer orientations in this research are divided into 2 dimensions. Those are happiness dimensions and knowing the need dimensions, while personality traits were being explained by 14 variables like 1.) Introversion, 2.) Extroversion, 3.) Agreeableness, 4.) Unagreeableness, 5.) Conscientiousness, 6.) Unconscientiousness, 7.) Emotional Stability, 8.) Neuroticism, 9.) Openness to Experiences, 10.) Conservative, 11.) High of Need for Activity, 12.) Low of Need for Activity, 13.) Trait of Competitiveness, and 14.) Self Efficacy. Employee's performances were explained in 3 dimensions

Human Relationship Skills, Technical Skills, and Conceptual Skills. The sample being taken for the research was Fatmawati Hospital which is located in Jakarta with its respondents are the nurses and their supervisors. Total number of respondents are 100 people. The nurses respondents are the nurses who take care of the patients in the VIP rooms, Class I, Class II and Class III, while the supervisor's respondents are the supervisors whose nurses are also becoming respondents of the research.

The relationship among personality traits, customer orientations and nurses working performance at the Fatmawati hospital-Jakarta were analyzed by using SPSS 11.5 for Windows.

Results of the research are :

1. From a total of 14 personality traits variables which were being researched, only 4 variables which significantly explained customer orientation behavior. Those are 1.) conscientiousness, 2.) high need for activity, 3.) openness to experiences and 4.) self efficacy. On the other hand, another 10 variables which do not significantly explain customer orientation behaviors are 1.) extroversion, 2.) introversion, 3.) agreeableness, 4.) unagreeableness, 5.) unconscientiousness, 6.) low of need for activity, 7.) conservative, 8.) emotional stability, 9.) neuroticism, and 10.) trait of competitiveness.

2. Customer orientations significantly explained the employee's working performances, but with a low coefficient factor.
3. Customer orientations significantly explained the performance appraisal on the conceptual, but with a low coefficient factor.
4. Customer orientations significantly explained also performance appraisal on the technical skills, but with a low coefficient factor.