

Analisis Perbandingan Kualitas Pelayanan Dan Kepuasan Pasien Antara Rumah Sakit Swasta Dan Rumah Sakit Pemerintah Di Provinsi Sumatera Selatan = Comperative Analysis Of Service Quality And Patient Satisfaction Between Private And Public Hospital in Sumatera Selatan

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Abstrak

Peningkatan kebutuhan akan pelayanan kesehatan bagi masyarakat menyebabkan rumah sakit sebagai penyedia layanan berupaya memberikan pelayanan yang terbaik. Penelitian ini bertujuan untuk membandingkan kualitas pelayanan dan kepuasan pasien antara rumah sakit swasta dan rumah sakit pemerintah di Provinsi Sumatera Selatan. Kualitas pelayanan dan kepuasan pasien diukur berdasarkan apa yang dirasakan pasien secara langsung yang dikembangkan mengikuti lima dimensi SERVQUAL. Analisis faktor konfirmatori digunakan untuk mendapatkan nilai tiap dimensi kualitas. Analisis independent t-test digunakan untuk membandingkan kualitas pelayanan dan kepuasan pasien antara RS Swasta dan RS Pemerintah. Data penelitian didapatkan dari hasil survei menggunakan kuesioner dengan sampel 351 pasien rumah sakit swasta atau pun pemerintah. Penelitian ini menunjukkan bahwa 4 dimensi kualitas pelayanan (tangibility, reliability, assurance, empathy) dan kepuasan pasien RS Pemerintah tidak berbeda secara signifikan dibandingkan RS Swasta. Namun, dimensi responsiveness menunjukkan bahwa RS Swasta memiliki responsiveness lebih tinggi dibandingkan dengan RS Pemerintah.

.....The increasing need of health services for the society causes hospitals as health service providers to strive to provide the best service. This study aims to compare service quality and patient satisfaction between private hospitals and public hospitals in South Sumatera Province. Service quality and patient satisfaction were measured by patients' perceived experiences directly developed following the five dimensions of SERVQUAL. Confirmatory factor analysis was used to obtain the value of each quality dimension. Independent t-test analysis was used to compare service quality and patient satisfaction between private and public hospitals. The research data were obtained from the results of a survey using a questionnaire with a sample of 351 patients of private or public hospitals. This study shows that the 4 dimensions of service quality (tangibility, reliability, assurance, empathy) and patient satisfaction of government hospitals are not significantly different from those of private hospitals. However, the responsiveness dimension shows that private hospitals have higher responsiveness compared to public hospitals.