NURIADINI. 18D30514

ANALISIS FAKTOR PENYEBAB RENDAHNYA *BED OCCUPANCY RATE* (BOR) PADA RUANGAN VIP DI RSUD RATU ZALECHA MARTAPURATAHUN 2021

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Bed Occupancy Rate (BOR) digunakan untuk mengetahui tingkat pemanfaatan dan efisiensi penggunaan tempat tidur yang tersedia di rumah sakit. Nilai BOR di RSUD Ratu Zalecha Martapura dalam 2 tahun terakhir tergolong cukup rendah dan dibawah standar ideal menurut Barber & Jhonson. Tujuan penelitian ini untuk mengetahui faktor penyebab Rendahnya BOR pada ruangan VIP di RSUD Ratu Zalecha Martapura Tahun 2021. Penelitian ini deskriptif. Variabel yang digunakan dalam penelitian ini adalah sumber data BOR, pengolahan data BOR, faktor penyebab berupa unsur tarif, promosi dan kebijakan. instrumen penelitiannya menggunakan wawancara dan observasi. Dari hasil penelitian diperoleh Sumber data BOR diproses dari pendaftaran pasien rawat inap di TPPRI dan register rawat inap melalui input kamar inap, yang merupakan dua tempat sumber data sensus harian rawat inap. Pengolahan data BOR dilaksanakan secara elektronik, tidak terdapat perbedaan antara hasil perhitungan secara elektronik dengan manual dan pengisian sensusnya sudah seragam dengan ruangan lain. Tidak ada pengaduan dari pengunjung mengenai tarif yang dibayarkan. Promosi rumah sakit berupa: brosur, TV, spanduk, banner, poster, website, *press release* , kegiatan sosial, audiovisual, telepon, *direct mail* dan sosial media tetapi tidak ada promosi terkait ruang VIP. Data BOR secara eksternal dikiriman ke dinas kesehatan, kemenkes dan badan pusat statistik. Sedangkan internal untuk rapat kepemimpinan, pelayanan, penambahan fasilitas tempat tidur, dan bidang-bidang lainnya, untuk kebijakan eksternal seperti berjenjang BPJS berpengaruh terhadap nilai BOR. Sumber data dan pengolahan data BOR sudah sesuai, faktor penyebab dari unsur tarif tidak menjadi penyebab sedangkan promosi dan kebijkan(eksternal) menjadi penyebab rendahnya BOR*.*

Kata Kunci : *Bed Occupancy Rate* (BOR), Rumah Sakit, Rawat Inap, Sensus, Tempat
               Pendaftaran Pasien Rawat Inap (TPPRI)

ABSTRACT

NURIADINI. 18D30514

ANALYSIS OF FACTORS CAUSING LOW BED OCCUPANCY RATE (BOR) IN VIP ROOM AT RATU ZALECHA MARTAPURAT HOSPITAL IN 2021

Bed Occupancy Rate (BOR) is used to determine the level of utilization and efficiency of use of available beds in the hospital. BOR Value at the Ratu Zalecha Martapura Regional Hospitalin the last 2 years it was quite low and below the ideal standard according to Barber & Jhonson. The purpose of this study was to determine the factors causing the low BOR in the VIP room at the Ratu Zalecha Martapura Regional Hospital in 2021. This research is descriptive. The variables used in this study are BOR data sources, BOR data processing, causal factors in the form of tarif, promotion and policy elements. research instruments using interviews and observations From the results of the study, it was obtained that the source of registration BOR data was from registration of inpatients at TPPRI and inpatient registers through inpatient room input, which were the two sources of daily inpatient census data. BOR data processing is carried out electronically, there is no difference between the resultscalculation electronic by manual and filling out the census already in uniform with another room. There were no complaints from visitors regarding the rates paid. Promotion hospitals in the form of: brochures, TV, banners, banners, posters, websites, press release, social activities, audiovisual, telephone, direct mail and social media but there is no promotion related to VIP rooms. BOR data externally sent tothe health office, the Ministry of Health and the central statistics agency. Meanwhile, internally for leadership meetings, services, additional bed facilities, and other fields, for external policies such as the tiered BPJS it affects the BOR value. Data sources and processing of BOR data are appropriate, the causal factor of the tariff element is not the cause, while promotion and (external) policies are the cause of the low BOR.

Keywords: Bed Occupancy Rate (BOR), Hospital, Inpatient, Census, TPPRI