

## ABSTRAK

**ARIANA HERAWATI, 21D30714**

### **PENGARUH CITRA RUMAH SAKIT, FASILITAS, KUALITAS PELAYANAN, DAN KOMUNIKASI TERHADAP KEPUASAN PASIEN BPJS RAWAT INAP DI RUMAH SAKIT RATU ZALECHA MARTAPURA**

KTI. Program Studi D3 Perkam dan Informasi Kesehatan 2024  
(xiv+51)

Kepuasan pasien berhubungan dengan tingkat kepuasan yang dirasakan oleh pasien terhadap pelayanan kesehatan yang diterima. Kepuasan pasien dapat dilihat dari empat variable yaitu citra rumah sakit, fasilitas, kualitas pelayanan serta komunikasi. Rumah sakit ratu zalecha juga pernah melakukan indeks kepuasan pasiemi pada tahun 2021 dan 2022 pada tahun 2021 indeks kepuasan pasien sebesar 80.73% dan pada tahun 2022 indeks kepuasan pasien sebesar 80.09% dilihat dari data tersebut terdapat penurunan indeks kepuasan pasien dirumah sakit ratu zalecha martapura. Tujuan penelitian untuk mengetahui pengaruh citra rumah sakit, fasilitas, kualitas pelayanan, dan komunikasi terhadap kepuasan pasien BPJS rawat inap di Rumah Sakit Umum Daerah Ratu Zalecha Martapura. Metode penelitian menggunakan kuantitatif dengan pendekatan *cross sectional*. Populasi dalam penelitian ini pasien rawat inap yang pernah memanfaatkan pelayanan Rumah Sakit Umum Daerah Ratu Zalecha Martapura sebanyak 1.282 pasien. Sampel sebanyak 93 responden, *accidental sampling*, instrumen yang digunakan yaitu kuesioner. Hasil penelitian kepuasan pasien rawat inap sebanyak 48 responden (51,6%) tidak puas, citra rumah sakit sebanyak 51 responden (54,8%) tidak baik, fasilitas rumah sakit sebanyak 49 responden (52,7%) tidak baik, kualitas pelayanan sebanyak 51 responden (54,8%) tidak puas dan komunikasi sebanyak 53 responden (56%) baik. Terdapat pengaruh citra rumah sakit ( $p$  value = 0,000), fasilitas ( $p$  value = 0,003), kualitas pelayanan ( $p$  value = 0,031) dan komunikasi ( $p$  value = 0,014) terhadap kepuasan pasien BPJS rawat inap di RSUD Ratu Zalecha Martapura.

Kata Kunci : Citra Rumah Sakit, Fasilitas, Kualitas Pelayanan, Komunikasi, Kepuasan

## **ABSTRACT**

**ARIANA HERAWATI 21D30714**

### **INFLUENCE OF HOSPITAL IMAGE, FACILITIES, SERVICE QUALITY, AND COMMUNICATION ON INPATIENT BPJS PATIENT SATISFACTION AT RATU ZALECHA MARTAPURA HOSPITAL**

*KTI D3 Recording and Health Information Study Program 2024*  
(xiv+51)

*Patient satisfaction is related to the level of satisfaction felt by the patient with the health services received. Patient satisfaction can be seen from four variables, namely hospital image, facilities, service quality and communication. Ratu Zalecha Hospital has also carried out a patient satisfaction index in 2021 and 2022. In 2021, the patient satisfaction index was 80.73% and in 2022 the patient satisfaction index was 80.09%. As seen from this data, there was a decrease in the patient satisfaction index at Ratu Zalecha Hospital, Martapura. Objectives research to determine the influence of hospital image, facilities, service quality and communication on the satisfaction of inpatient BPJS patients at the Ratu Zalecha Martapura Regional General Hospital. The research method uses quantitative with a cross sectional approach. The population in this study was 1,282 inpatients who had used the services of the Ratu Zalecha Martapura Regional General Hospital. The sample was 93 respondents, accidental sampling, the instrument used was a questionnaire. The results of research on inpatient satisfaction were 48 respondents (51.6%) were dissatisfied, the image of the hospital was not good for 51 respondents (54.8%), the hospital facilities for 49 respondents (52.7%) were not good, the quality of service as many as 51 respondents (54.8%) were dissatisfied and communication of 53 respondents (56%) was good. There was an influence on hospital image ( $p$  value = 0.000), facilities ( $p$  value = 0.003), service quality ( $p$  value = 0.031) and communication ( $p$  value = 0.014) on the satisfaction of inpatient BPJS patients at Ratu Zalecha Martapura Regional Hospital.*

*Keywords: Hospital image, facilities, service quality, communication, satisfaction*