

**PENGARUH KUALITAS PELAYANAN RUMAH SAKIT TERHADAP
KEPUASAN PASIEN DENGAN PENDEKATAN *LEAN SERVICE* DI
RUMAH SAKIT UMUM DAERAH KARDINAH KOTA TEGAL**

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ABSTRAK

Latar Belakang. Rumah sakit berusaha untuk menemukan pendekatan yang efisien untuk meningkatkan operasional layanan mereka.

Tujuan. Untuk mengetahui variabel independen yaitu Reliability, Responsiveness, Assurance, Empathy dan Tangibles yang berpengaruh terhadap kepuasan pasien setelah pelaksanaan *Lean Service in Management*.

Metode. Penelitian ini menggunakan *quantitative cross sectional* dengan *observation* untuk mengukur pengaruh, dan matriks IPA analysis untuk mengukur kinerja pelayanan dari lima dimensi kualitas pelayanan terhadap kepuasan pasien.

Hasil. Terdapat pengaruh baik secara parsial maupun simultan dari lima dimensi kualitas pelayanan *Reliability, Responsiveness, Assurance, Empathy, Tangible* terhadap kepuasan pasien setelah pelaksanaan *Lean in Service Management*. Pelaksanaan *Lean in Service Management* fokus di kuadran dua mempertahankan kinerja yang sudah baik dengan meningkatkan kinerja di kuadran tiga.

Kesimpulan. Pelaksanaan *Lean in Service Management* di RSUD Kardinah Kota Tegal berpengaruh terhadap kepuasan pasien.

Kata kunci: Rumah Sakit, Kualitas Pelayanan, Matriks IPA

IMPACT OF HOSPITAL QUALITY SERVICE ON PATIENT
SATISFACTION WITH LEAN SERVICE APPROACH IN PUBLIC
HOSPITAL OF KARDINAH TEGAL

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ABSTRACT

Background. Hospitals are trying to find an efficient approach to improve their service operations.

Aim. To know the independent variables of Reliability, Responsiveness, Assurance, Empathy and Tangibles that affect the patient's satisfaction after the implementation of Lean Service in Management.

Method. This study uses quantitative cross sectional with observation to measure the influence, and IPA analysis matrix to measure service performance from five dimensions of service quality to patient satisfaction.

Results. There are both partial and simultaneous effects of the five dimensions of service quality Reliability, Responsiveness, Assurance, Empathy, Tangible to patient satisfaction after the implementation of Lean in Service Management. The implementation of Lean in Service Management focuses on the two quadrants maintaining good performance by improving performance in the third quadrant.

Conclusion. Implementation of Lean in Service Management in Kardinah Public Hospital has an effect on patient satisfaction.

Keywords: *Hospital, Service Quality, IPA Matrix*