

INTISARI

ANALISIS PENGARUH KUALITAS PELAYANAN PROGRAM BPJS TERHADAP KEPUASAN PASIEN DIMEDIASI OLEH KINERJA MEDIS DI RSUD RADEN MATTATHER JAMBI

Latar belakang: Kualitas pelayanan rumah sakit adalah unsur penting dalam jasa pelayanan kesehatan. Rumah sakit dituntut untuk memberikan pelayanan dengan kualitas terbaik, agar menjadi penyelenggara pelayanan kesehatan yang berperan aktif serta ikut mendukung tujuan pembangunan kesehatan dalam Sistem Kesehatan Nasional (SKN). Kepuasan pasien dianggap sebagai salah satu dimensi yang sangat penting berkualitas dan merupakan salah satu indikator utama dari standar suatu fasilitas kesehatan yang merupakan akibat pengaruh pelayanan kesehatan yang disampaikan pihak rumah sakit dan hal inilah yang membuat pengukuran kepuasan pasien menjadi komponen penting.

Tujuan penelitian: Untuk menganalisis pengaruh kualitas pelayanan program BPJS terhadap kepuasan pasien dimediasi kinerja medis di RSUD Raden Mattaher Jambi.

Metode: Penelitian ini kuantitatif dengan rancangan penelitian *cross sectional*. Semua pasien pengguna layanan BPJS di RSUD Raden Mattaher Jambi sebanyak 12.000 orang. Sampel penelitian ini sebanyak 108 orang dengan teknik pengambilan sampel yaitu *purposive sampling*. analisis *Structural Equation Modeling* (SEM).

Hasil: Kualitas pelayanan program BPJS berpengaruh positif dan signifikan terhadap kepuasan pasien. Kualitas pelayanan program BPJS berpengaruh positif dan signifikan terhadap kinerja medis. Kinerja medis berpengaruh positif dan signifikan terhadap kepuasan pasien. Kualitas pelayanan program BPJS berpengaruh positif dan signifikan terhadap kepuasan pasien yang dimediasi oleh kinerja medis di RSUD Raden Mattaher Jambi.

Kesimpulan: Kualitas pelayanan program BPJS berpengaruh terhadap kepuasan pasien dimediasi kinerja medis di RSUD Raden Mattaher Jambi.

Kata kunci: Kualitas pelayanan, kinerja medis dan kepuasan pasien

ABSTRACT

ANALYSIS OF SERVICE QUALITY INFLUENCE ON PROGRAM BPJS AGAINST PATIENT SATISFACTION MEDIATED BY MEDICAL PERFORMANCE AT RADEN MATTATHER GENERAL HOSPITAL JAMBI

Background: The quality of hospital services is an important element in health care services. Hospitals are required to provide the best quality services, to become health service providers who play an active role and also support the goal of health development in the National Health System (SKN). Patient satisfaction is considered as one of the most important dimensions of quality and is one of the main indicators of the standard of a health facility which is effect of health services delivered by the hospital and this is what makes measuring patient satisfaction an important component.

Objective: To analyze the influence of service quality on BPJS program against patient satisfaction mediated medical performance at RSUD Raden Mattaher Jambi.

Method: This research was quantitative with cross sectional study design. All patients using BPJS service in RSUD Raden Mattaher Jambi were 12,000 people. The sample of this study was 108 people with sampling technique was purposive sampling. Structural Equation Modeling (SEM) used as analysis.

Results: The quality of BPJS program services has a positive and significant effect on the patient satisfaction. The quality of BPJS program services has a positive and significant effect on medical performance. The medical scene has a positive and significant effect on patient satisfaction. BPJS program service quality has a positive and significant effect on patient satisfaction mediated by medical performance at RSUD Raden Mattaher Jambi.

Conclusion: The quality of service of BPJS program has an effect on patient satisfaction mediated medical performance in RSUD Raden Mattaher Jambi.

Keywords: Quality of service, medical performance and patient satisfaction