

PERBEDAAN KEPUASAN PASIEN JAMINAN KESEHATAN NASIONAL KELAS III DI UNIT HEMODIALISA RS PKU MUHAMMADIYAH YOGYAKARTA DAN GAMPING

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INTISARI

Latar belakang: Perkembangan rumah sakit yang semakin pesat menimbulkan persaingan yang begitu ketat, sehingga menuntut adanya persaingan atas produk dan kepercayaan pasien. RS PKU Muhammadiyah Yogyakarta dan Gamping merupakan rumah sakit swasta yang bekerja sama dengan BPJS sebagai rumah sakit rujukan di Daerah Istimewa Yogyakarta dan Jawa Tengah. Dalam misinya, setiap rumah sakit diharuskan memberikan pelayanan kesehatan yang optimal dan memuaskan bagi semua lapisan masyarakat dan disertai dengan da'wah Islam, amar ma.ruf nahi munkar di bidang kesehatan. Perusahaan yang gagal memuaskan pelanggannya akan menghadapi masalah yang lebih pelik akibat dampak *negative word-of-mouth*.

Subjek dan Metode: Penelitian ini adalah penelitian analitik dengan rancangan *cross sectional*. Populasi pada penelitian ini adalah pasien JKN kelas III unit hemodialisa RS PKU Muhammadiyah Yogyakarta dan Gamping 1-20 Februari 2018 sebanyak 264 orang. Sampel penelitian ini sebanyak 160 orang dengan teknik pengambilan sampel berdasarkan rumus Krecjie & Morgan. Analisis data menggunakan metode *t- test*.

Hasil: Kepuasan Pasien JKN Di Unit Hemodialisa RS PKU Muhammadiyah Yogyakarta sebanyak 55 (68,8%) responden menyatakan puas; sedangkan pada RS PKU Muhammadiyah Gamping sebanyak 72 (90,0%) responden menyatakan sangat puas; Perbedaan Kepuasan Pasien di RS PKU Muhammadiyah Yogyakarta Dan Gamping dari 5 aspek, terdapat 2 aspek memiliki kepuasan yang berbeda yakni aspek *tangibles/ nyata* dan *responsive/ ketanggapan*. RS PKU Muhammadiyah Gamping diketahui lebih memuaskan dibandingkan PKU Yogyakarta baik dari aspek *tangibles/ nyata* maupun *responsive/ ketanggapan*. Aspek lain seperti *reliability/ keandalan*, *assurance/ kepastian*, dan *empathy/ empati* antara kedua rumah sakit diketahui tidak memiliki perbedaan.

Conclusion: Perbedaan Kepuasan Pasien Jaminan Kesehatan Nasional Di Unit Hemodialisa RS PKU Muhammadiyah Yogyakarta Dan Gamping dari 5 aspek, terdapat 2 aspek memiliki kepuasan yang berbeda yakni aspek *tangibles*/ nyata dan *responsive*/ ketanggapan.

Keywords: Kepuasan pasien, JKN

**SATISFACTION DIFFERENCES OF NATIONAL HEALTH
INSURANCE PATIENT IN HEMODIALYSIS UNIT AT
PKU MUHAMMADIYAH YOGYAKARTA AND GAMPING HOSPITAL**

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ABSTRACT

Background: *The rapid development of hospitals has resulted in intense competition, which demands competition for patient products and trust. PKU Muhammadiyah Yogyakarta and Gamping Hospital are private hospitals that collaborate with BPJS as referral hospitals in the Special Region of Yogyakarta and Central Java. In its mission, every hospital is required to provide optimal and satisfying health services for all levels of society and accompanied by Islamic elements in the health sector. Hospitals that fail to satisfy their customers will face more complicated problems due to negative word-of-mouth impacts.*

Subject and Method: *This research is an analytical study with cross sectional design. The population of this study were class III JKN patients in hemodialysis units at PKU Muhammadiyah Yogyakarta and Gamping Hospital in 1 until 20 February 2018 as many as 264 people. The sample of this study is 160 people with sampling techniques based on Krecjie & Morgan formula. Data analysis using the t-test method.*

Result: *The satisfaction of JKN Patients in the Hemodialysis Unit at PKU Muhammadiyah Yogyakarta Hospital in Yogyakarta as many as 55 (68.8%) respondents expressed satisfaction; while the PKU Muhammadiyah Gamping Hospital as many as 72 (90.0%) respondents said they were very satisfied; Patient's Satisfaction Differences in PKU Muhammadiyah Yogyakarta and Gamping Hospital has been determined from 5 aspects, there are 2 aspects of having different satisfaction, such as tangibles and responsiveness. PKU Muhammadiyah Gamping Hospital is known to be more satisfying than PKU Yogyakarta both from tangibles and responsiveness. Other aspects such as reliability, assurance, and empathy between the two hospitals are known to have no difference.*

Conclusion: *Among all of the 5 aspects of satisfaction, there are 2 aspect that have satisfaction differences between PKU Muhammdiyah Yogyakarta*

Hospital and PKU Muhammadiyah Gamping Hospital, such as tangibles and responsiveness.

Keywords: Patient's Satisfaction, JKN