

## ABSTRACT

Rini Rohmawati

### **SOME FACTORS RELATED WITH HEALTH CARE SERVICE QUALITY OF OUTPATIENT AT THE HEALTH INSURANCE COUNTER OF SEMARANG BHAYANGKARA HOSPITAL IN 2010**

XII + 101 pages + 19 tabel list + 2 picture list + 10 enclosure

The service quality is influenced by many factors such as staff behavior of health insurance counter, health insurance counter design, and health insurance service valence. The purpose of this research was to identify several factors related with health service quality at the health insurance counter of Semarang Bhayangkara Hospital.

The research design was an explanatory research with cross sectional approach. The samples were 63 respondent of health insurance outpatient by having an accidental sampling procedure. The data was analyzed by Rank Spearman Correlation.

The result of Rank Spearman test with 0,05 significance level was that there was a correlation among the staff behavior of health insurance counter (p value = 0,000), health insurance counter design (p value = 0,042), and health insurance service valence with the quality of health care insurance (p value = 0,001).

Based on this research, it was suggested that there should be an optimalization of queues in giving health care service for health insurance patient, an adjustment of health insurance counter to facilitate communication between the patients and staff behavior of health insurance counter so that the patient would get healthservice convenience and also there should be additional seats in a waiting room service counter to avoid a fatigue in waiting.

Keyword : quality service  
Bibliography : 39 (1989-2009)

## ABSTRAK

Rini Rohmawati

### **BEBERAPA FAKTOR YANG BERHUBUNGAN DENGAN KUALITAS JASA PELAYANAN KESEHATAN PASIEN RAWAT JALAN DI LOKET ASURANSI KESEHATAN RUMAH SAKIT BHAYANGKARA SEMARANG 2010**

XII + 101 halaman + 19 daftar tabel + 2 daftar gambar + 10 lampiran

Kualitas pelayanan dipengaruhi oleh beberapa faktor antara lain perilaku petugas loket askes, desain loket askes, dan valensi pelayanan askes. Tujuan penelitian ini adalah untuk mengetahui beberapa faktor yang berhubungan dengan kualitas jasa pelayanan kesehatan pasien rawat jalan di loket askes Rumah Sakit Bhayangkara Semarang.

Desain penelitian yang digunakan adalah *Explanatory Research* dengan pendekatan *Cross Sectional*. Sampel penelitian ini pasien askes rawat jalan berjumlah 63 responden dengan prosedur pengambilan subjek penelitian menggunakan *accidental sampling*. Data dianalisa dengan korelasi *Rank Spearman*.

Hasil Uji *Rank Spearman* dengan tingkat signifikansi 0,05 diperoleh hasil: ada hubungan antara perilaku petugas loket askes (*p value* = 0,000), desain loket askes (*p value* = 0,042), dan valensi pelayanan askes dengan kualitas pelayanan askes (*p value* = 0,001).

Saran bagi RS Bhayangkara antara lain, optimalisasi antrian dalam memberikan pelayanan kesehatan bagi pasien askes, penyesuaian desain loket askes untuk memudahkan komunikasi antara pasien dan petugas loket askes sehingga pasien mendapatkan kenyamanan dalam pelayanan kesehatan, penambahan fasilitas tempat duduk di ruang tunggu loket askes untuk menghindari kelelahan dalam menunggu antrian di loket askes.

Kata Kunci : Kualitas Pelayanan  
Kepustakaan : 39 buah (1989-2009)