

ABSTRAK

ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUASAN PASIEN RAWAT INAP DI RSU NIRWANA BANJARBARU (Oleh Fathiah; Pembimbing Andri Nur Rahman dan Abdurrahman Sidiq; 2024;107 Halaman)

Latar Belakang : Kepuasan pasien termasuk kedalam indikator mutu rumah sakit , dan merupakan suatu keharusan untuk rumah sakit menjaga itu. **Tujuan :** Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi kepuasan pasien rawat inap di RSUD Nirwana Banjarbaru bulan Februari 2024. **Metode :** Jenis penelitian ini adalah penelitian kuantitatif desain analitik dengan pendekatan belah lintang. Populasi dan sampel adalah pasien atau pendamping pasien rawat inap di RSUD Nirwana Banjarbaru yang diambil dengan teknik accidental sampling, dan jumlah sampel 50. Instrumen penelitian menggunakan kuesioner, data dianalisis secara univariat dan bivariat. **Hasil :** Hasil penelitian menunjukkan terdapat pengaruh bermakna dari variabel *tangible* ($p=0,000$, $r= 0,903$), *reliability* ($p=0,000$, $r=0,778$), *responsiveness* ($p= 0,000$, $r=0,778$), *assurance* ($p=0,000$, $r=0,778$), *empathy* ($p=0,000$, $r=0,778$) terhadap kepuasan pasien. **Kesimpulan :** aspek *tangible*, *reliability*, *responsiveness*, *assurance*, dan *empathy* berpengaruh terhadap kepuasan pasien rawat inap di RSUD Nirwana Banjarbaru.

Kata kunci : *tangible*, *reliability*, *responsiveness*, *assurance*, *empathy*

ABSTRACT

ANALYSIS OF FACTORS INFLUENCING PATIENT SATISFACTION AT RSU NIRWANA BANJARBARU (By Fathiah; Advisor Andri Nur Rahman and Abdurrahman Sidiq; 2023; 107 Pages)

Background : Patient satisfaction is included in hospital quality indicators, and it is a must for hospitals to maintain it. **Objective** : This study aims to determine the factors that influence the satisfaction of inpatients at RSU Nirwana Banjarbaru in February 2024. **Method** : This type of research is quantitative analytical design research with a cross-sectional approach. The population and sample were patients or companions of inpatients at RSU Nirwana Banjarbaru taken using accidental sampling technique, and the sample size was 50. The research instrument used a questionnaire, data was analyzed univariately and bivariately. **Results**: The research results show that there is a significant influence of these variables *tangible* ($p=0,000$, $r= 0,903$), *reliability* ($p=0,000$, $r=0,778$), *responsiveness* ($p= 0,000$, $r=0,778$), *assurance* ($p=0,000$, $r=0,778$), *empathy* ($p=0,000$, $r=0,778$) on patient satisfaction. **Conclusion**: *tangible, reliability, responsiveness, assurance and empathy* aspects influence the satisfaction of inpatients at RSU Nirwana Banjarbaru.

Keywords : *tangible, reliability, responsiveness, assurance, empathy*