Pengaruh Customer Value terhadap Penimbangan Balita di Posyandu Kec. Sidotjo

Kesempatan Masyarakat tentang Program Jaminan Kesehatan Nasional di Wilayah Kerja Puskesmas Banyuanyar Sampang

Pengaruh Perencanaan Strategis terhadap Kinerja di Rumah Sakit

Pengaruh Komitmen, Motivasi dan Struktur Organisasi terhadap Disiplin Kerja

Promotion Effects dan Switching Barriers terhadap Loyalitas Pasien Ruang Sakinah Rumah Sakit Muhammadiyah Lamongan

Cost Benefit Analysis Mendirikan Laboratorium Klinik Sederhana Mautiri Dinas Pendidikan Kerjasama Operasional Laboratorium Luar di PLK-IA

Kepatuhan Petugas Kesehatan dalam Kelengkapan Pengisian Informed Consent

Evaluasi Program Pelayanan Kesehatan Balita Paripurna di Kota Malang
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Influence of Customer Value to Weighing of Toddler in Posyandu Sidoarjo Regency</td>
<td>75 - 82</td>
</tr>
<tr>
<td>2</td>
<td>Community Readiness of the National Health Insurance Program in Public Health Work Area Banyuanyar Sampang</td>
<td>83 - 90</td>
</tr>
<tr>
<td>3</td>
<td>Effect of Strategic Planning on the Hospital Performance</td>
<td>91 - 100</td>
</tr>
<tr>
<td>4</td>
<td>Influence of Commitment, Motivation and Organizational Structure to Work Disciplin</td>
<td>101 - 107</td>
</tr>
<tr>
<td>5</td>
<td>Promotion Effects dan Switching Barriers Terhadap Loyalitas Pasien Ruang Sakinah Rumah Sakit Muhammadiyah Lamongan</td>
<td>108 - 119</td>
</tr>
<tr>
<td>6</td>
<td>Cost Benefit Analysis Mendirikan Laboratorium Klinik Sederhana Mandiri Dibanding Kerjasama Operasional Laboratorium Luar di PLK- UA</td>
<td>120 - 127</td>
</tr>
<tr>
<td>7</td>
<td>Health Worker Obedience in Completeness of Informed Consent Filling</td>
<td>128 - 137</td>
</tr>
<tr>
<td>8</td>
<td>Evaluation of Toddler Comprehensive Healthcare in Malang City</td>
<td>138 - 144</td>
</tr>
</tbody>
</table>
EFFECT OF STRATEGIC PLANNING ON THE HOSPITAL PERFORMANCE

PENGARUH PERENCANAAN STRATEGIS TERHADAP KINERJA DI RUMAH SAKIT

1. Nurhapna --> Mahasiswa Fakultas Kesehatan Masyarakat / nurhapna_oktavia@yahoo.com
2. Setya Haksama --> Dosen Fakultas Kesehatan Masyarakat / jurnalakk@yahoo.com

Abstract

Strategic planning very important to be performed in order to create and maintain conformity between organizational goals and organizational resources possessed with objective to catch constantly-growing market opportunity. Hospitals be required of strategic planning in order to provide boundary of venture, organizational direction and organizational culture, to maintain flexibility and stability, to facilitate the preparation of the annual working plan and budgeting in aims to achieve the goals of the organization and to improve performance of organization. The purpose of this research was to learn the influence of strategic planning (strategy development and strategy implementation) towards performance hospital. This research was an observational-analytic with cross sectional design. Population for the research was all staffs in Muhammadiyah Hospital Lamongan (which included doctors, nurses, midwives and supporting staffs) in 2014. The number of staffs included was 284 staffs, and samples used for this research were as many as 74 respondents. Based on statistical test using logistic bivariate regression test with \( \alpha = 0.05 \), showed that \( P(0.019) < \alpha \), thus \( H_0 \) was rejected, which meant there was influence of strategic planning towards performance hospital. Based on the result of the research, it's concluded that sufficient strategic planning will improve performance hospital.

Keyword : strategic, planning, hospital, performance, ,

Daftar Pustaka :