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Analisis Proses Manajemen Keperawatan dalam Meningkatkan Penerapan Dokumentasi Asuhan Keperawatan

Upaya Meningkatkan Satisfied Demand pada Layanan Rawat Inap Balai Pengobatan Islam Sumberwudi Lamongan Berdasarkan Analisis Faktor Demand, Organisasi, dan Lingkungan

Pengaruh Kepuasan Kerja dan Komitmen pada Organisasi terhadap Intensi Turnover Dosen

Upaya Dukungan Pemanfaatan Kamar Operasi Berdasarkan Performance Management Unit Kerja

Peningkatan Pelaksanaan Komunikasi Interpersonal Berdasarkan Mindset Bidan tentang Buku KIA

Penyusunan Brand Expression Berdasarkan Strategi Pemasaran dan Strategi Merek

Redesign Pelatihan General Emergency Life Support (GELS) RSUD Dr. Soetomo (dengan Pendekatan Evaluation Training Programme)

Analisis Pengaruh Work Attitude terhadap In-Role Performance dan Organizational Citizenship Behavior (OCB)

Strategi Meningkatkan Pembelian Obat di Kamar/Obat Melalui Customer Relationship Management (CRM)

Upaya Peningkatan Pemanfaatan Ruang Bersalin Rumah Sakit Berdasarkan Analisis Secure Customer

Kepatuhan Petugas Puskesmas dalam Pelaksanaan Stándar Prosedur Operasional

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FAKULTAS KESEHATAN MASYARAKAT
UNIVERSITAS AERLANGGA
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Efforts to Increase The Utilization of Hospital Maternity Ward Based on Secure Customer Analysis

Upaya Peningkatan Pemanfaatan Ruang Bersalin Rumah Sakit Berdasarkan Analisis Secure Customer

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Abstract

BOR of maternity ward in Aisyah Islamic Hospital decreased significantly for the past three years. This study aimed to formulate efforts to increase the utilization of maternity ward through Secure Customer analysis. This was an observational research conducted cross sectional for two months from November-December 2008. Research location was the maternity ward of Aisyah Islamic Hospital in Madiun with population of all patients who had received service for delivering babies during the time of research. Sample was taken by total random sampling amounting to 54 patients who gave birth in November until December 2008. Questionnaires were research instrument. Data was analyzed descriptively and Secure Customer analysis was performed. Data was taken to Nominal Group Technique (NGT) to find the strategic issue. Research result showed that individual characteristics were correlated to patient’s satisfaction, while the psychographic factor was not correlated to patient’s satisfaction. The level of satisfactory will eventually influence patient’s loyalty. At reliability dimension, 40.7% respondents stated their dissatisfaction towards hospital service. At assurance dimension, 38.9% respondents felt their dissatisfaction on SAIH service. At tangible dimension, 48.1% respondents stated their dissatisfaction towards hospital direct rendered services. At empathy dimension, 44.4% respondents were dissatisfied, and at responsiveness dimension, 50.0% respondents claimed their dissatisfaction towards hospital responsive actions. Secure Customer Index of labor service at hospital was determined by patient’s satisfaction and loyalty. The final result revealed 75.9% respondents declared their dissatisfaction towards hospital baby delivery service and 64.8% respondents had no loyalty to hospital. Efforts to increase the utilization of hospital Delivery Room are service quality development through preparation, planning and process improvement stages.

Keyword : secure, customer, utilization, delivery, room, quality, service,

Daftar Pustaka :