

***The Analysis Of Inpatients Satisfaction in Djatiroto Hospital
With Service Quality and Importance Performance
Analysis (IPA) Methods***

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ABSTRACT

The increasing people hopes toward hospital health service, makes society more selective to choice health care service. Based on on the pre-interview research to inpatients at Djatiroto hospital. The presentance of inpatients visite in 2014 was getting increase 1% and in 2015 geting more increase till 11%. A scientist discovered from 10 respondents there ware 7 respondents feeled unsatisfied with a services that given by the Djatiroto Hospital. This research is made to analyze the level of inpatients satisfaction in Djatiroto Hospital with Service Quality and Importance Performance Analysis (IPA) methods. This research using quantitative and qualitative methods (mix method). Collecting samples use purposive sampling technique that conducted from July until December 2016 with 99 sample respondents. Based on the research that used servqual method showed that the average value of negative gap is minimum relative. Unfortunatelly, it is showed unoptimal service inpatients in Djatiroto Hospital. On kartesius diagram research used Importance Performance Analysis (IPA) method is known that 4 attribute that include in "A" quadrant as the main priority that it is explained and 15 attributes that include in "C" quadrant need to do improvement for increasing of the health services quality in Djatiroto Hospital. According to this case, the doctors and nurses should give more information, use a universal language, clear and easy to understand for patients or patient's family and doctors and medical personnel are more responsive to the patient's complaint.

Keywords: Hospital, Importance Performance Analysis (IPA), Inpatient Satisfaction, Service Quality