

ABSTRAK

Steven Widjaja (01615210032)

ANALISIS PENGARUH ADMINISTRATIVE PROCESS, TANGIBLES, DOCTOR SERVICE, NURSE SERVICES, HOSPITAL REPUTATION TERHADAP PATIENT SATISFACTION DARI KRU KAPAL PESIAR X YANG MENDAPAT PENGobatan di RS Y

(xvii + 105 halaman; 25 tabel; 11 gambar; 9 lampiran)

Pelayaran merupakan gabungan dari layanan pariwisata serta transportasi maritim sehingga memungkinkan untuk memfasilitasi penumpang dalam kegiatan rekreasi maupun untuk rencana perjalanan dengan setidaknya menginap satu malam di dalam kapal pesiar. Indonesia sendiri sebagai negara kepulauan menyumbangkan banyak rakyatnya untuk bekerja sebagai awak kapal baik kapal nasional maupun asing. Indonesia menempati posisi 3 sebagai pemasok awak kapal terbanyak di dunia. Jumlah awak kapal Indonesia ini akan mempengaruhi kebutuhan perusahaan kapal pesiar dalam menyediakan layanan kesehatan bagi para anggotanya. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *administrative process, tangibles, doctor services, nurse services, hospital reputation* terhadap *patient satisfaction* dari kru kapal pesiar X yang menerima pengobatan di RS Y. Penelitian ini menggunakan metode *cross-sectional* kuantitatif survey untuk mendapatkan data kuantitatif dari kuesioner online. Kuesioner dibuat berdasarkan pertanyaan yang sudah ada dari literatur sebelumnya. Data dikumpulkan secara purposive dari sekelompok 160 kru kapal pesiar X yang mendapat pengobatan di RS Y dalam kurun waktu kurang dari 6 bulan dengan menggunakan teknik pengambilan sampel non-probabilitas. Perangkat lunak SmartPLS kemudian digunakan untuk menganalisisnya. Hasil penelitian ini menunjukkan adanya pengaruh positif antara *administrative process, tangibles, hospital reputation* terhadap *patient satisfaction*. Terdapat pula hasil tidak adanya pengaruh antara *doctor care* dan *nurse care* terhadap *patient satisfaction* dari kru kapal pesiar X yang menerima pengobatan di RS Y. Hasil penelitian ini akan membantu manajerial rumah sakit dalam menentukan hal apa saja yang perlu diperhatikan dalam mendapatkan kepuasan pasien. Terdapat beberapa keterbatasan pada penelitian ini, diikuti dengan rekomendasi untuk penelitian selanjutnya.

Kata Kunci: *administrative process, tangibles, doctor services, nurse services, hospital reputation, patient satisfaction*.

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ABSTRACT

Steven Widjaja (01615210032)

ANALYSIS OF THE INFLUENCE OF ADMINISTRATIVE PROCESS, TANGIBLES, DOCTOR SERVICE, NURSE SERVICES, HOSPITAL REPUTATION ON PATIENT SATISFACTION OF CREWMEMBERS OF X CRUISE SHIP WHO RECEIVED TREATMENT IN Y HOSPITAL

(xvii + 105 pages; 25 tables; 11 figures; 9 appendices)

Cruise is a combination of tourism services as well as maritime transportation, making it possible to facilitate passengers in recreational activities as well as for travel plans with at least one night's stay on board. Indonesia itself as an archipelago contributes many of its people to work as crew members on both national and foreign ships. Indonesia occupies the 3rd position as the largest supplier of crew in the world. The number of Indonesian crew members will affect the needs of cruise ship companies in providing health services for their members. The purpose of this study was to determine the effect of administrative process, tangibles, doctor services, nurse services, hospital reputation on patient satisfaction of X cruise ship crew who received treatment at Y hospital. This study used a cross-sectional survey quantitative method to obtain quantitative data from an online questionnaire. The questionnaire was made based on existing questions from previous literature. Data were collected purposively from a group of 160 crew members of cruise ship X who received treatment at hospital Y in less than 6 months using non-probability sampling techniques. SmartPLS software was then used to analyze it. The results showed a positive influence between administrative process, tangibles, hospital reputation on patient satisfaction. There is also a result of no influence between doctor care and nurse care on patient satisfaction from cruise ship crew X who received treatment at Hospital Y. The results of this study will help hospital managers determine what needs to be considered in obtaining patient satisfaction. There are several limitations to this study, followed by recommendations for future research.

Keywords: administrative process, tangibles, doctor services, nurse services, hospital reputation, patient satisfaction.

References: 48 (2013-2022)