

ABSTRAK

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PENGARUH KEPEMIMPINAN TERHADAP KEBIJAKAN SUATU KLINIK SWASTA SERTA EFEKNYA TERHADAP PERFORMA KLINIK XYZ DI JABODETABEK

(xv + 125 halaman; 5 gambar; 32 tabel; 3 lampiran)

Penelitian ini menganalisis hubungan antara kepemimpinan dan kebijakan klinik swasta serta dampaknya terhadap performa klinik, dengan indikator utama efisiensi operasional, kualitas layanan, dan kepuasan pasien. Variabel bebas dalam penelitian ini meliputi fleksibilitas operasional, kolaborasi administrasi, dan gaya kepemimpinan, sementara variabel mediasi mencakup keterlibatan karyawan, kapabilitas manajemen, budaya organisasi, dan inovasi. Penelitian ini menggunakan aplikasi google form dengan melibatkan 200 responden. Pengumpulan data dilakukan dengan menyebarkan kuesioner berisi 60 pertanyaan dengan Skala Likert 1 – 5. Teknik pengambilan sampel menggunakan *purposive sampling*. Data dianalisis dengan metode *Structure Equation Modeling* (SEM) berbasis *Partial Least Square* (PLS). Menggunakan pendekatan kuantitatif, studi ini melibatkan tenaga kesehatan dan manajemen di sejumlah klinik swasta di Pulau Jawa. Hasil analisis menunjukkan bahwa kepemimpinan transformasional secara signifikan memengaruhi kebijakan klinik, dengan peran mediasi dari budaya organisasi, inovasi, dan pengelolaan sumber daya manusia. Penelitian ini juga menemukan bahwa fleksibilitas operasional dan kolaborasi administrasi memberikan kontribusi positif terhadap kebijakan klinik yang lebih responsif terhadap kebutuhan pasien dan efisiensi. Kesimpulan dari penelitian ini menegaskan pentingnya peran kepemimpinan dalam mengarahkan kebijakan strategis yang berbasis pada inovasi dan budaya organisasi untuk mendukung keberlanjutan klinik. Penelitian ini memberikan kontribusi praktis dan teoretis yang signifikan, terutama bagi pengelola klinik swasta dalam mengembangkan pendekatan kepemimpinan dan kebijakan yang berfokus pada perbaikan layanan kesehatan

Referensi : 42 (2019 - 2024)

Kata Kunci : Kepemimpinan, Kebijakan Klinik, Performa Klinik, Budaya Organisasi, Inovasi, Efisiensi Operasional.

ABSTRACT

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THE INFLUENCE OF LEADERSHIP ON PRIVATE CLINIC POLICY AND ITS EFFECT ON CLINIC PERFORMANCE XYZ AT JABODETABEK

(xv + 125 pages; 5 figures; 32 tables; 3 appendices)

This research analyzes the relationship between private clinic leadership and policies and their impact on clinic performance, with the main indicators being operational efficiency, service quality and patient satisfaction. The independent variables in this research include operational flexibility, administrative collaboration, and leadership style, while the mediating variables include employee involvement, management capability, organizational culture, and innovation. This research used the Google Form application involving 200 respondents. Data collection was carried out by distributing a questionnaire containing 60 questions with a Likert Scale of 1 – 5. The sampling technique uses purposive sampling. Data were analyzed using the Structure Equation Modeling (SEM) method based on Partial Least Square (PLS). Using a quantitative approach, this study involved health workers and management at a number of private clinics on the island of Java. The results of the analysis show that transformational leadership significantly influences clinic policy, with the mediating role of organizational culture, innovation, and human resource management. This research also found that operational flexibility and administrative collaboration made a positive contribution to clinic policies that were more responsive to patient needs and efficiency. The conclusions of this research emphasize the importance of the role of leadership in directing strategic policies based on innovation and organizational culture to support clinic sustainability. This research provides significant practical and theoretical contributions, especially for private clinic managers in developing leadership and policy approaches focused on improving health services

References : 42 (2019 - 2024)

KeyWords : Leadership, Clinical Policy, Clinical Performance,
Organizational Culture, Innovation, Operational Efficiency.