

"Evaluasi Pelaksanaan Pelayanan Prima (Service Excellence) Di Rumah Sakit YPK Mandiri Jakarta Pusat "

Purwandari

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Abstrak

Pelayanan prima atau service excellence merupakan aspek krusial dalam industri kesehatan, khususnya di rumah sakit. Rumah sakit tidak hanya berfungsi sebagai penyedia layanan medis, tetapi juga sebagai institusi yang memberikan pengalaman pasien yang positif dan berpusat pada pasien (patient-centered care). Tujuan penelitian ini adalah untuk menganalisis dan mengevaluasi sejauh mana pelaksanaan pelayanan prima dalam praktik sehari-hari yang dinilai dari aspek elemen people excellence, process excellence, dan product excellence dan mengetahui hambatan atau kendala yang ditemui dalam pelaksanaannya yang berpengaruh terhadap kualitas layanan dan kepuasan pasien di Rumah Sakit YPK Mandiri. Penelitian ini menggunakan desain penelitian eksperimental dengan metode pengambilan data kualitatif pendekatan studi kasus. Pengumpulan data melalui wawancara mendalam, observasi, dan telaah dokumen yang relevan. Hasil penelitian menunjukkan bahwa pelaksanaan pelayanan prima di Rumah Sakit YPK Mandiri telah melaksanakan prinsip pelayanan prima (service excellence) cukup baik namun belum konsisten penerapannya di seluruh unit pelayanan. Perlu menerapkan pendekatan integratif dan berkelanjutan yang mencakup peningkatan kompetensi SDM, penyusunan standar operasional prosedur (SOP) yang terstruktur, internalisasi budaya organisasi, penguatan fungsi evaluasi, dan jaminan mutu fasilitas fisik serta pentingnya membentuk unit pelayanan prima sebagai unit kerja sendiri.

Service excellence is a crucial aspect in the healthcare industry, especially in hospitals. Hospitals not only function as medical service providers, but also as institutions that provide a positive patient experience and patient-centred care. The purpose of this study is to analyse and evaluate the extent to which the implementation of excellent service in daily practice is assessed from the aspects of people excellence, process excellence and product excellence elements and find out the obstacles or obstacles encountered in its implementation that affect service quality and patient satisfaction at YPK Mandiri Hospital. This research uses an experimental research design with a qualitative data collection method of case study approach. Data collection through in-depth interviews, observation, and review of relevant documents. The results showed that the implementation of excellent service at YPK Mandiri Hospital has implemented the principles of excellent service (service excellence) quite well but has not been consistently applied in all service units. It is necessary to apply an integrative and sustainable approach that includes improving HR competencies, preparing structured standard operating procedures (SOPs), internalising organisational culture, strengthening the evaluation function, and quality assurance of physical facilities as well as the importance of forming an excellent service unit as its own work unit.