

Analisis Kinerja Rumah Sakit Santa Elisabeth Sei Lekop batam Dengan Pendekatan Balanced Scorecard Tahun 2022

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Abstrak

Tesis ini bertujuan untuk mengukur kinerja Rumah Sakit Santa Elisabeth Sei Lekop Batam dengan pendekatan Balanced Scorecard. Pengukuran kinerja menggunakan Balanced Scorecard menawarkan solusi pengukuran kinerja yang menyeluruh dan komprehensif, terutama untuk Rumah Sakit Santa Elisabeth Sei Lekop Batam yang mengutamakan pelayanan kepada pasien, dengan aspek pendukung keuangan, pertumbuhan dan pembelajaran, serta proses bisnis internal yang pemusatan pada karyawan rumah sakit. Penelitian ini merupakan penelitian kualitatif dan deskriptif kuantitatif dengan sumber data primer berupa wawancara dan kuesioner, serta data sekunder seperti telaah dokumen. Hasil penelitian menunjukkan bahwa kinerja Rumah Sakit Santa Elisabeth Sei Lekop Batam dari kinerja perspektif keuangan dalam kategori ekonomis, tidak efisien, dan tidak efektif. Kinerja perspektif pelanggan dengan indikator customer retention baik dari bulan ke bulan, customer acquisition belum baik, dan customer satisfaction kategori baik. Kinerja perspektif proses bisnis dan internal menunjukkan kurang inovasi dan indikator pelayanan BTOR, BOR, ALOS, TOI yang tidak ideal, tetapi indikator GDR dan NDR dalam kategori ideal. Kinerja perspektif pembelajaran dan pertumbuhan dengan indikator tingkat perputaran karyawan, kepuasan kerja, pelatihan karyawan, motivasi menunjukkan baik. Secara keseluruhan kinerja Rumah Sakit Santa Elisabeth Sei Lekop Batam belum baik dan evaluasi pelaksanaan visi-misi menunjukkan sebagian visi-misi belum tercapai.

This thesis aims to measure the performance of Santa Elisabeth Sei Lekop Hospital Batam with the Balanced Scorecard approach. Performance measurement using the Balanced Scorecard offers a comprehensive and comprehensive performance measurement solution, especially for Santa Elisabeth Sei Lekop Hospital Batam which prioritizes service to patients, with aspects of financial support, growth and learning, as well as internal business processes that focus on hospital employees. This research is a qualitative and quantitative descriptive research with primary data sources in the form of interviews and questionnaires, as well as secondary data such as document review. The results showed that the performance of Santa Elisabeth Sei Lekop Hospital Batam from a financial perspective performance was in the economic, inefficient, and ineffective categories. The performance of the customer perspective with indicators of customer retention is good from month to month, customer acquisition is not good, and customer satisfaction is in good category. The performance of the business process and internal perspective shows a lack of innovation and the service indicators BTOR, BOR, ALOS, TOI are not ideal, but the GDR and NDR indicators are in the ideal category. Performance of learning and growth perspective with indicators of employee turnover rate, job satisfaction, employee training, motivation shows good. Overall, the performance of Santa Elisabeth Sei Lekop Hospital in Batam has not been good and the evaluation of the implementation of the vision and mission shows that some of the visions and missions have not been achieved.