

## Persepsi Masyarakat terhadap Citra Rumah Sakit Umum Pengayoman Cipinang

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### Abstrak

Latar Belakang : Rumah sakit tidak hanya berfungsi sebagai institusi pelayanan kesehatan, tetapi juga sebagai institusi sosial yang citranya berhubungan dengan persepsi masyarakat, termasuk penerimaan dan keterlibatan masyarakat. RSU Pengayoman Cipinang memiliki karakteristik institusi khusus karena historisnya berkaitan dengan pelayanan kesehatan bagi warga binaan pemasyarakatan. Karakteristik tersebut menjadi konteks penting dalam memahami pembentukan citra rumah sakit di masyarakat. Di sisi lain, pemanfaatan layanan rawat jalan dokter spesialis di RSU Pengayoman Cipinang belum menunjukkan pola yang stabil dan berkelanjutan. Penelitian ini bertujuan menganalisis hubungan antara persepsi masyarakat dan citra RSU Pengayoman Cipinang serta peran akseptabilitas pelayanan kesehatan dan partisipasi masyarakat sebagai variabel mediasi dalam konteks karakteristik historis rumah sakit. Metode : Penelitian ini menggunakan pendekatan kuantitatif dengan desain cross-sectional. Pengumpulan data menggunakan kuesioner kepada masyarakat di sekitar yang mengetahui keberadaan rumah sakit. Variabel penelitian meliputi persepsi masyarakat dan citra rumah sakit, serta akseptabilitas pelayanan kesehatan dan partisipasi masyarakat sebagai variabel mediasi. Analisis data dilakukan menggunakan SEM-PLS. Hasil : Hasil penelitian menunjukkan bahwa persepsi masyarakat dan citra rumah sakit berada pada kategori tinggi. Akseptabilitas pelayanan kesehatan dan partisipasi masyarakat juga menunjukkan kategori tinggi sebagai variabel mediasi dalam model penelitian. Persepsi masyarakat berhubungan positif dan signifikan terhadap akseptabilitas pelayanan kesehatan ( $\beta=0,859$ ;  $p<0,001$ ) serta citra rumah sakit ( $\beta=0,669$ ;  $p<0,001$ ). Akseptabilitas pelayanan kesehatan berhubungan positif dan signifikan terhadap partisipasi masyarakat ( $\beta=0,761$ ;  $p<0,001$ ), sedangkan partisipasi masyarakat berhubungan positif dan signifikan terhadap citra rumah sakit ( $\beta=0,280$ ;  $p=0,001$ ). Hasil analisis mediasi menunjukkan bahwa akseptabilitas pelayanan kesehatan memediasi hubungan antara persepsi masyarakat dan partisipasi masyarakat ( $\beta=0,654$ ;  $p<0,001$ ), sedangkan partisipasi masyarakat memediasi hubungan antara akseptabilitas pelayanan kesehatan dan citra rumah sakit ( $\beta=0,213$ ;  $p=0,006$ ). Selain itu, terdapat hubungan tidak langsung antara persepsi masyarakat dan citra rumah sakit melalui mediasi berantai akseptabilitas pelayanan kesehatan dan partisipasi masyarakat ( $\beta=0,183$ ;  $p=0,008$ ). Kesimpulan : Penelitian ini mengindikasikan bahwa persepsi masyarakat merupakan faktor yang paling dominan dalam pembentukan citra RSU Pengayoman Cipinang. Akseptabilitas pelayanan kesehatan dan partisipasi masyarakat berperan sebagai variabel mediasi yang memperkuat hubungan antara persepsi masyarakat dan citra rumah sakit. Temuan ini menunjukkan bahwa pembentukan citra rumah sakit tidak hanya berkaitan dengan persepsi masyarakat, tetapi juga dengan penerimaan terhadap pelayanan kesehatan dan keterlibatan masyarakat terhadap rumah sakit pada institusi yang memiliki karakteristik historis khusus. Secara praktis, hasil penelitian ini mendukung pentingnya penguatan institutional branding, komunikasi publik, dan community engagement dalam memperkuat citra rumah sakit. Kata Kunci : persepsi masyarakat, citra rumah sakit, akseptabilitas pelayanan kesehatan,

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**Background :** Hospitals function not only as healthcare institutions but also as social institutions whose image is associated with community perceptions, including public acceptance and engagement. Pengayoman Cipinang General Hospital has a unique historical background due to its previous role in providing healthcare services for correctional inmates. This historical characteristic provides an important context for understanding how the hospital's image is formed within the community. In addition, the utilization of outpatient specialist services at Pengayoman Cipinang General Hospital has not yet demonstrated a stable and sustainable pattern. This study aimed to analyze the relationship between community perceptions and the image of Pengayoman Cipinang General Hospital, as well as to examine the mediating roles of healthcare service acceptability and community participation within the context of the hospital's unique historical background.

**Methods :** This study employed a quantitative approach with a cross-sectional design. Data were collected using questionnaires distributed to community members living around Pengayoman Cipinang General Hospital who were aware of the hospital's existence. The study variables included community perception, healthcare service acceptability, community participation, and hospital image. Data analysis was conducted using SEM-PLS.

**Results :** The findings indicated that both community perceptions and hospital image were categorized as high. Healthcare service acceptability and community participation also demonstrated high levels as mediating variables in the proposed model. Community perception had a positive and significant relationship with healthcare service acceptability ( $\beta=0.859$ ;  $p<0.001$ ) and hospital image ( $\beta=0.669$ ;  $p<0.001$ ). Healthcare service acceptability had a positive and significant relationship with community participation ( $\beta=0.761$ ;  $p<0.001$ ), while community participation had a positive and significant relationship with hospital image ( $\beta=0.280$ ;  $p=0.001$ ). Mediation analysis demonstrated that healthcare service acceptability mediated the relationship between community perception and community participation ( $\beta=0.654$ ;  $p<0.001$ ), whereas community participation mediated the relationship between healthcare service acceptability and hospital image ( $\beta=0.213$ ;  $p=0.006$ ). In addition, there was a significant indirect relationship between community perception and hospital image through the serial mediation of healthcare service acceptability and community participation ( $\beta=0.183$ ;  $p=0.008$ ).

**Conclusion :** This study indicates that community perceptions are the most influential factor in shaping the image of Pengayoman Cipinang General Hospital. Healthcare service acceptability and community participation serve as mediating variables that strengthen the relationship between community perceptions and hospital image. These findings suggest that the formation of hospital image is associated not only with community perceptions but also with public acceptance of healthcare services and community engagement, particularly in healthcare institutions with distinctive historical characteristics. Practically, the findings highlight the importance of strengthening institutional branding, public communication, and community engagement to enhance the hospital's image.

**Keywords :** community perception, hospital image, healthcare service acceptability, community participation