

ABSTRAKSI
PENGARUH KUALITAS PELAYANAN TERHADAP KEPUTUSAN
MASYARAKAT BEROBAT DI BLUD RS H.M DJAFAR HARUN
KOLAKA UTARA

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Rumah Sakit sebagai salah satu penyelenggara pelayanan kesehatan telah mengalami banyak kemajuan, dimana salah satunya dapat dilihat dari jumlah rumah sakit yang semakin bertambah. BLUD RS H.M Djafar Harun merupakan salah satu unit pelaksana teknis milik pemerintah Kabupaten Kolaka Utara yang memberikan pelayanan kesehatan kepada masyarakat dan memiliki peran yang sangat strategis dalam mempercepat peningkatan derajat kesehatan masyarakat. Masalah yang muncul: Bagaimana pengaruh Kualitas Pelayanan terhadap Keputusan Berobat? Pengumpulan data dilakukan dengan penyebaran kuesioner dan dilaksanakan pada 94 Masyarakat Kabupaten Kolaka Utara Provinsi Sulawesi Tenggara.

Tujuan dari penelitian ini adalah untuk mengetahui kualitas pelayanan terhadap keputusan masyarakat berobat di BLUD RS H.M Djafar Harun Kolaka Utara. Upaya untuk menjawab permasalahan dan tujuan penelitian ini dilakukan dengan menggunakan teori kualitas pelayanan dan teori pengambilan keputusan. Objek dari penelitian ini adalah variabel Kualitas Pelayanan dan Keputusan Berobat. Analisis data pada penelitian ini menggunakan bantuan aplikasi SPSS 19. Teknik sampling yang digunakan adalah *Purposive Sampling* dan teknik pengujian data yang digunakan adalah uji validitas, uji reliabilitas, uji hipotesis dan analisis regresi sederhana.

Hasil penelitian menunjukkan: Bahwa Kualitas Pelayanan dilihat dari Tangibility : t penelitian 2,240 > t tabel sebesar 1,93662 maka H₀ ditolak, dan H_a diterima. Artinya ada hubungan linier antara tangibility terhadap keputusan berobat pada masyarakat kolaka utara. Reliability : t penelitian -2,066 > t tabel sebesar 1,74772 maka H₀ ditolak, dan H_a diterima . artinya ada hubungan linier antara reliability terhadap keputusan berobat pada masyarakat kolaka utara. Responsiveness : t penelitian -,236 > t tabel sebesar -0,89731 maka H_a ditolak, dan H₀ diterima. Artinya tidak ada hubungan linier antara responsiveness terhadap keputusan berobat pada masyarakat kolaka utara. Besarnya penolakan keputusan berobat sebesar -0,89731, Assurance : t penelitian 1,274 > t tabel sebesar 0,82429 maka H₀ ditolak, dan H_a diterima. Artinya ada hubungan linier antara assurance terhadap keputusan berobat pada masyarakat kolaka utara. Besarnya hubungan assurance sebesar 1,274, Empaty : t penelitian 2,166 > t tabel sebesar 1,86158 maka H₀ ditolak, dan H_a diterima. Artinya ada hubungan linier antara empathy terhadap keputusan berobat pada masyarakat kolaka utara sebesar 2,166

Key words: Kualitas Pelayanan, Keputusan Berobat

ABSTRACT
THE INFLUENCE OF THE TREATMENT DECISION QUALITY IN
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As one of the organizers of health services, hospital has a lot of progress, which one of them can be seen from the increasing number of hospitals. BLUD H.M Djafar Harun hospital is one of the technical implementation units of Kolaka Utara government that provides health services to people of Kolaka Utara and has a very strategic role in accelerating the improvement of their health degree. However, some problems occurred: How is the effect of the service quality on treatment decisions? The data was collected through distributing questionnaires to 94 people of Kolaka Utara of Sulawesi Tenggara.

The purpose of this study was to determine the service quality to the people's decision treatment in BLUD H.M Djafar Harun hospital, Kolaka Utara. To answer the problems and the purposes of this research, this study was conducted based on the theories of service quality and decision-making. The object of this research was service quality and treatment decisions. The data were analyzed using SPSS 19.0 for the windows. Sampling technique used in this study was purposive sampling while the testing techniques of the data were conducted through testing of validity, reliability, hypothesis and regression analysis simple.

The results of the study showed that the tangibility: t value (2,240) > t table (1,93662) therefore H_0 was rejected while H_a was accepted. It means that there was linear correlation between tangibility and the Treatment Decisions to the people of Kolaka Utara. Reliability: t value (-2,066) > t table (1,74772) therefore H_0 was rejected while H_a was accepted. It means that there was linear correlation between reliability and the Treatment Decisions to the people of Kolaka Utara. Responsiveness: t value (-,236) > t table (-0,89731) therefore H_a was rejected and H_0 was accepted. It means that there was no linear correlation between responsiveness and the Treatment Decisions to the people of Kolaka Utara. The amount of rejection of treatment decisions was -0.89731. Assurance: t value (-1,274) > t table (0,82429) therefore H_0 was rejected and H_a was accepted. It means that there was a linear correlation between assurance and the Treatment Decisions to the people of Kolaka Utara. The amount of correlation of assurance was 1,274, Empathy: t value (2,166) > t table (1,86158) therefore H_0 was rejected and H_a was accepted. It means that there was linear correlation between assurance and Treatment Decisions to the people of Kolaka Utara which was resulted 2,166.

Keywords: Service Quality, Treatment Decisions