

Surabaya, 19 Juli 2024

Nomor : 57/RSMU/PNHK/VII/2024
Hal : Laporan Survei Kepuasan Pelanggan Semester I Tahun 2024

Kepada : Yth. Ibu Dyan Kartika S.KM
Di tempat

Dengan hormat,

Bersama ini, kami sampaikan Laporan Penanganan Keluhan Semester I Tahun 2024. Mohon dapat diterima dan dikoreksi.

Demikian Laporan ini kami sampaikan, atas perhatiannya kami ucapkan terima kasih.

Hormat kami,



Yonita Eka S.Sos
Manager Pemasaran & Hubungan Kemitraan
RS Mata Undaan Surabaya



LAPORAN SURVEI KEPUASAN PELANGGAN TAHUN 2024 SEMESTER I

Disusun oleh
Unit Pemasaran & Hubungan Kemitraan

Selanjutnya

Besaran Sample

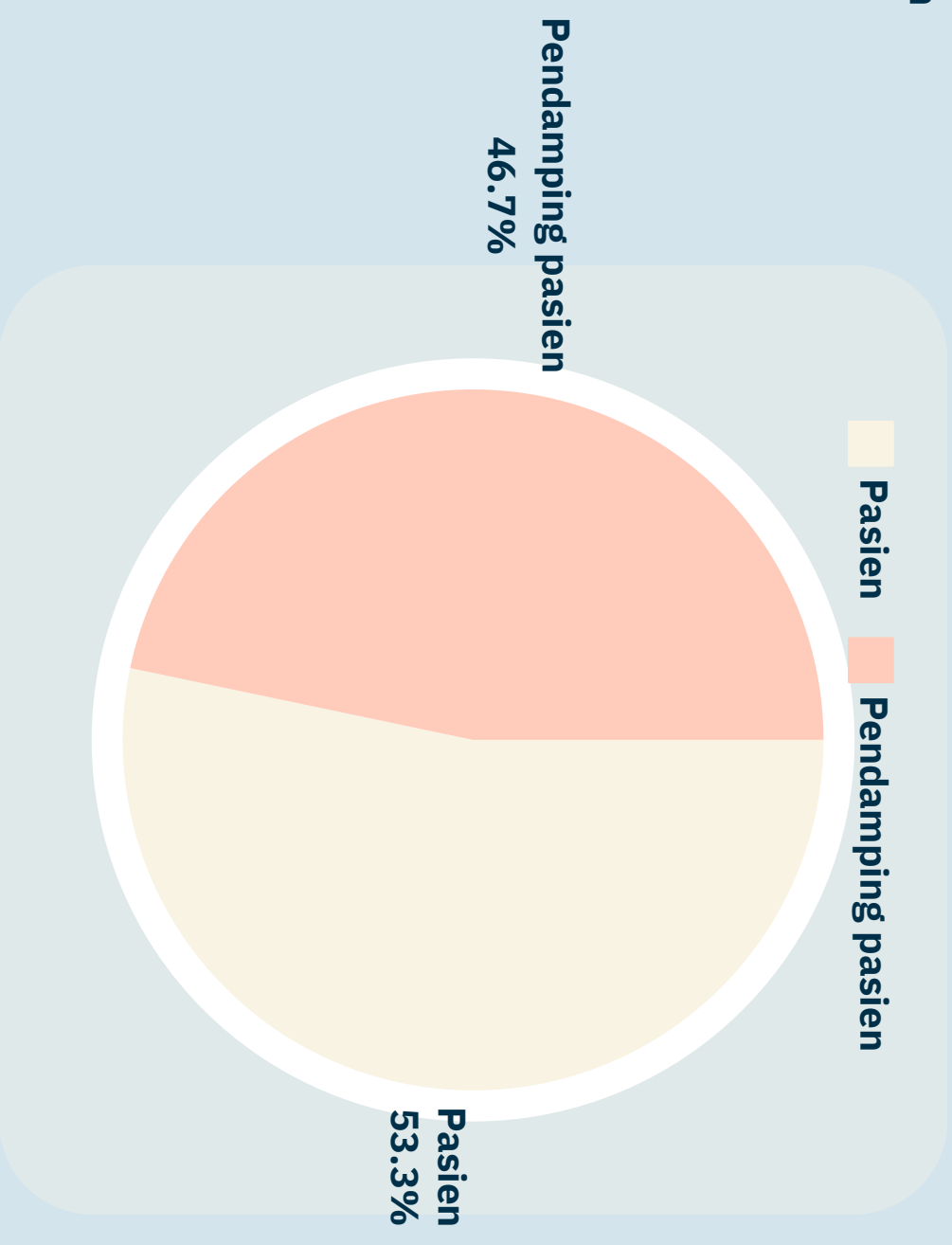
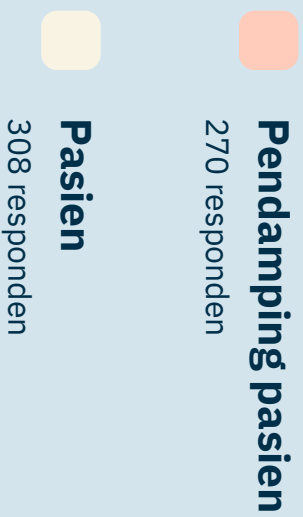
Sasaran atau responden survey yaitu pelanggan yang menggunakan layanan di RSMU yang dipilih secara acak dengan metode **stratified random sampling**. Metode ini dilakukan dengan memilih responden berdasarkan kelompok jenis pelayanan yang diterima dan jenis pasien. Jumlah sampel dalam survey ini dihitung menggunakan **rumus Slovin** sebagai berikut:

$$n = \frac{N}{(1 + Ne^2)}$$

INSTALASI	POPULASI 2023	e	e ²	N X e ²	n	PEMBULATAN
Rawat Jalan	95766	0.1	0.01	957.66	101.52	102
Penunjang Medis	34207	0.1	0.01	342.07	99.71	100
Rawat Inap	9169	0.1	0.01	91.69	98.22	98
Kamar Bedah	13692	0.1	0.01	136.92	99.27	99
Layanan Premium	3843	0.1	0.01	38.43	95.46	95
Total						578

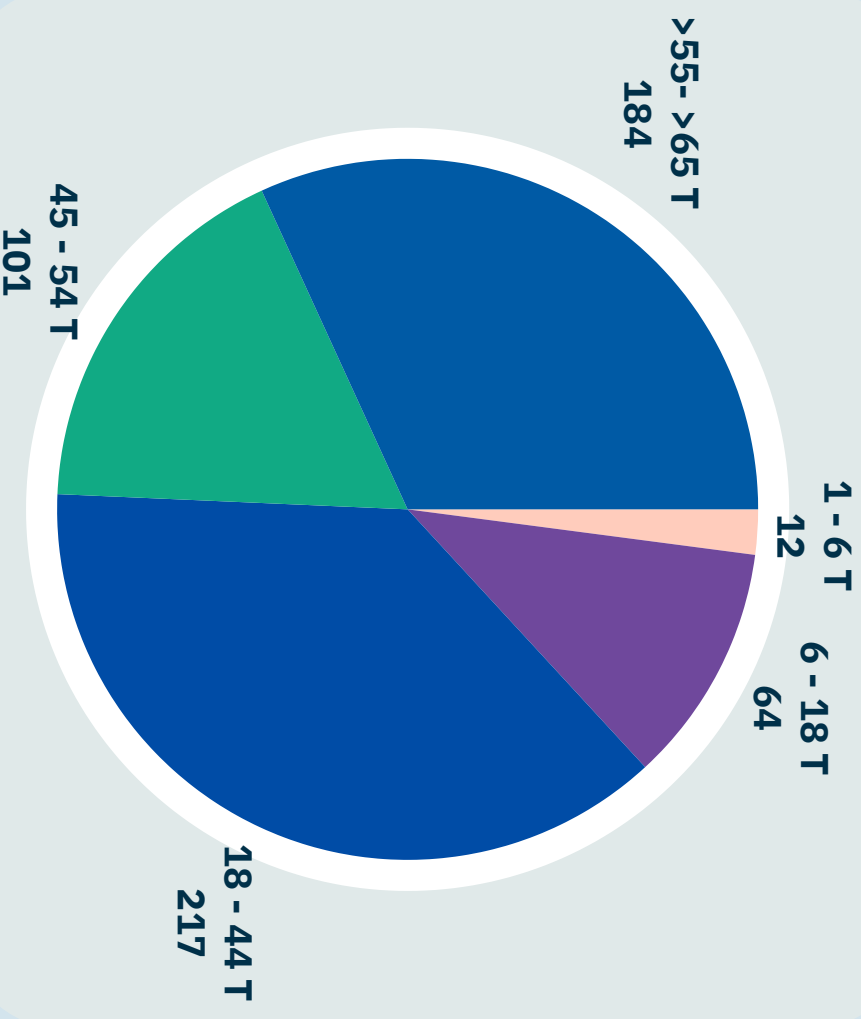
Demografi Responden

Kelompok Responden

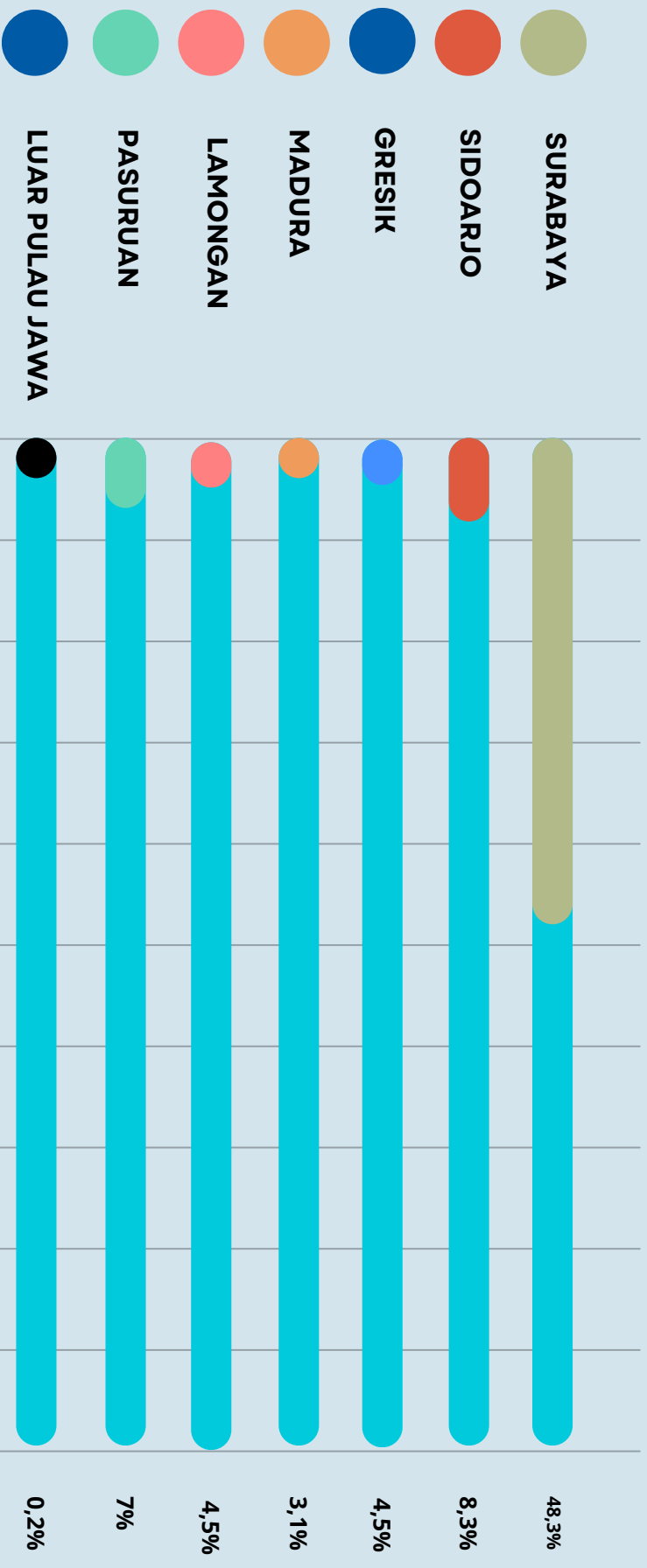


Kelompok usia responden

- 18 - 44 Tahun (dewasa)**
217 responden
- 55 - >65 Tahun (lanjut usia)**
184 responden
- 45- 54 Tahun (pra lanjut)**
101 responden
- 6 - 18 Tahun (anak usia sekolah & remaja)**
64 responden
- 1 - 6 Tahun (anak balita & usia pra sekolah)**
12 responden
- 0 - 1 Tahun (neonatal & bayi)**
0 responden

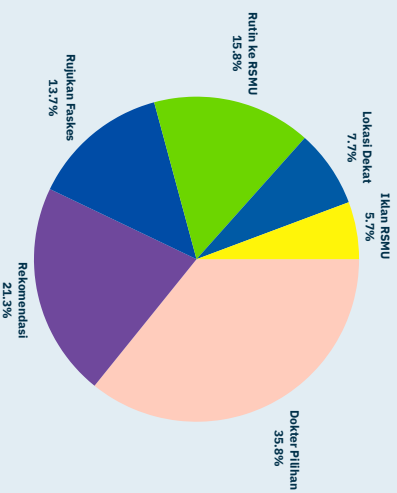


Sebaran domisili responden

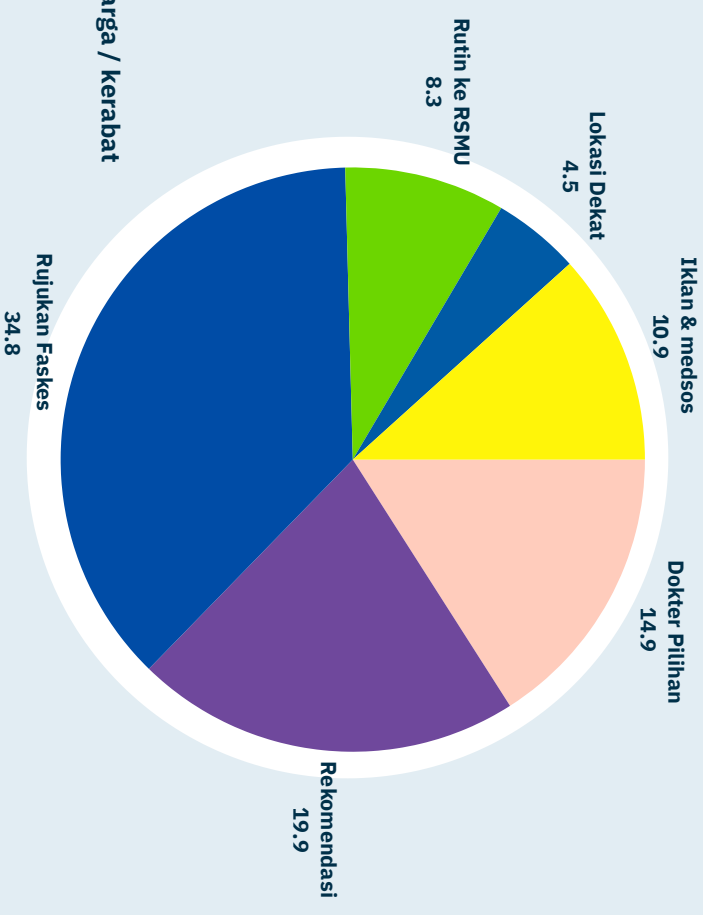


- MATARAM
- PALEMBANG
- PAPUA BARAT
- BALI
- BANJARMASIN
- BAU-BAU
- BIMA NTB
- BLORA
- LAMPUNG
- MAKASAR
- MALUKU
- MANOKWARI
- MEMPAWAH
- MERANGIN
- NTT
- PALU
- SAMARINDA
- SUMBAWA

Alasan memilih RSMU



SURVEI TH 2023 SMT II



SURVEI TH 2024 SMT I

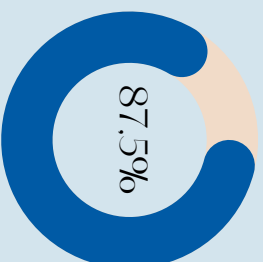
PERSENTASE KEPUASAN

Keseluruhan Kepuasan Pelanggan RS Mata Undaan
Tahun 2024 SMT I

87.5%

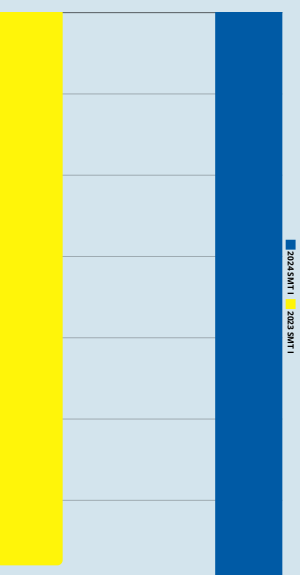


2023 SMT II



2024 SMT I

INDEKS KEPUASAN MASYARAKAT



Th. 2024 SMT I : 3,5

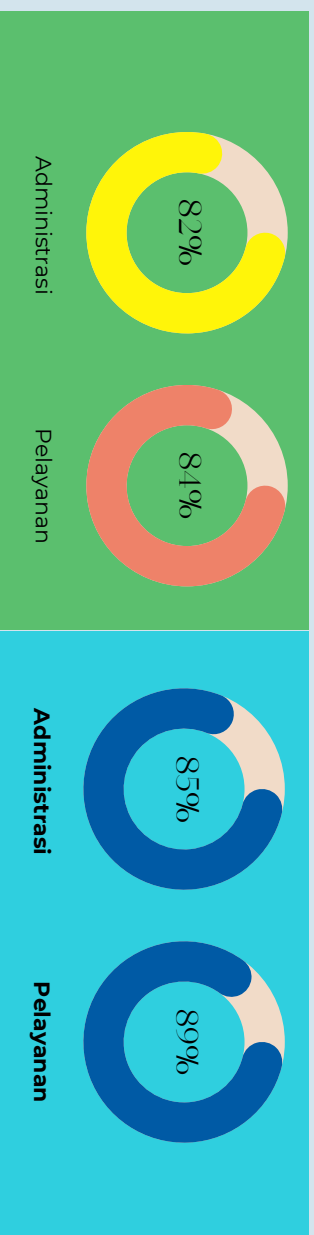
Th. 2023 SMT I : 3,4

SKALA 1 - 4

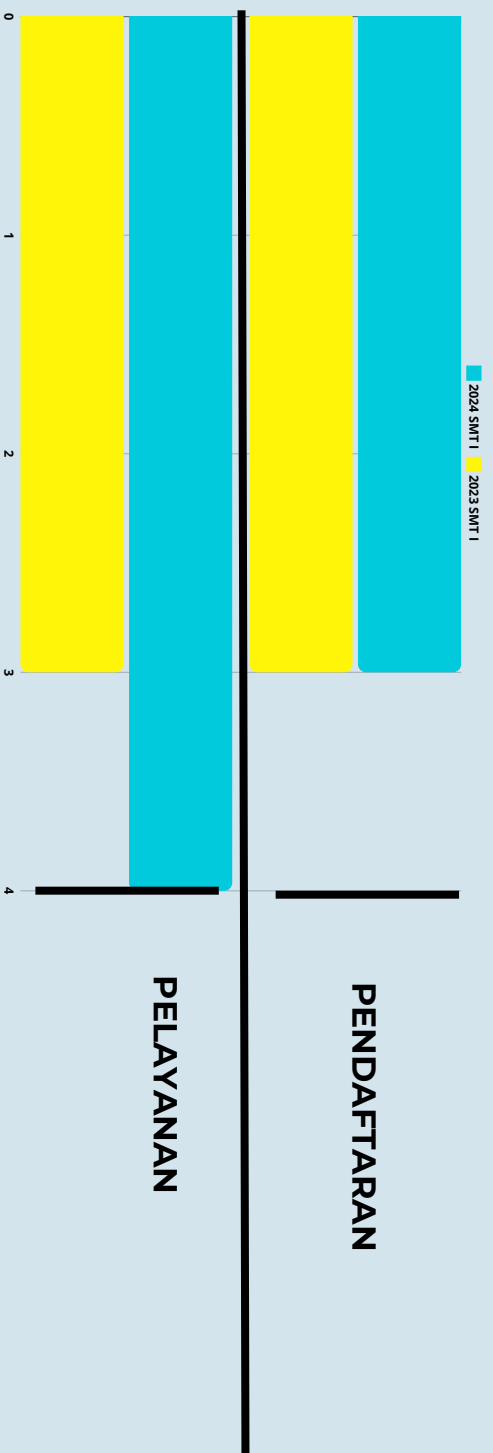
Instalasi Rawat Jalan

87%

Keseluruhan Pelayanannya Rawat Jalan

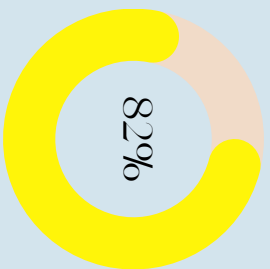


INDEKS KEPUASAN PELANGGAN (SKALA 1-4)

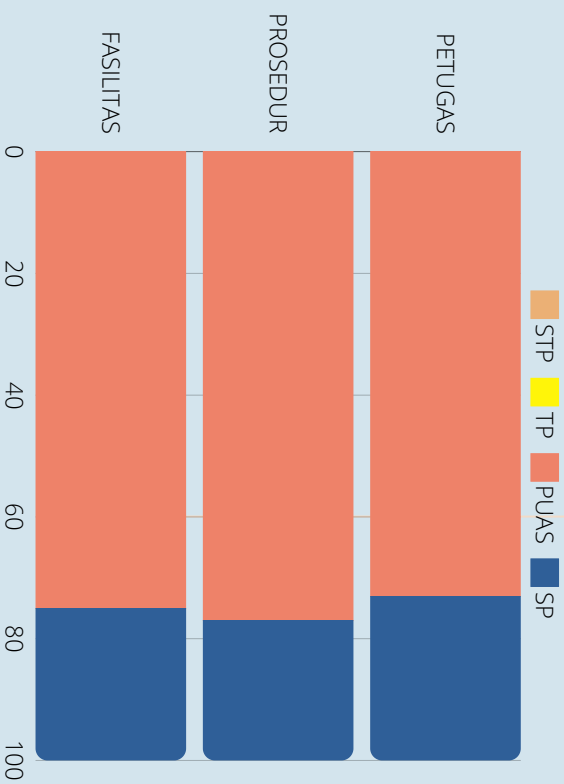


Administrasi Rawat Jalan

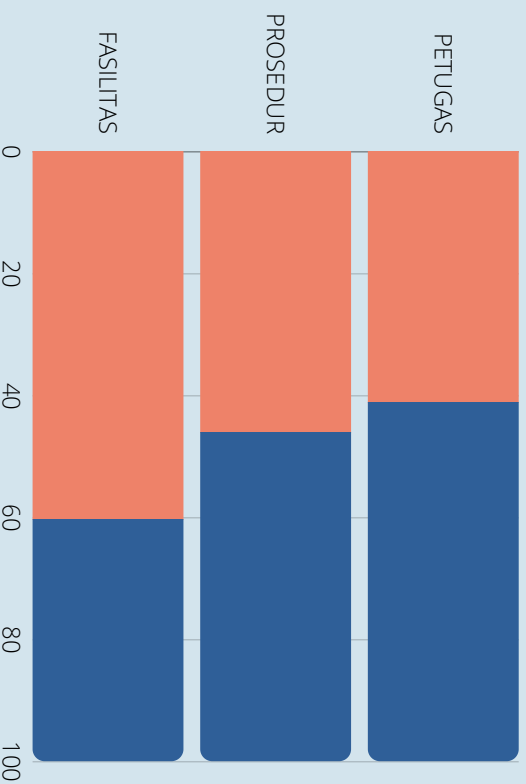
Indeks Kepuasan Masyarakat (IKM)



2023 SMT II

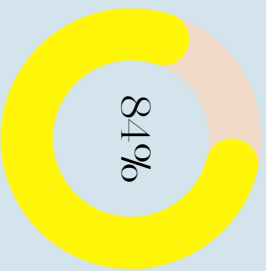


2024 SMT I

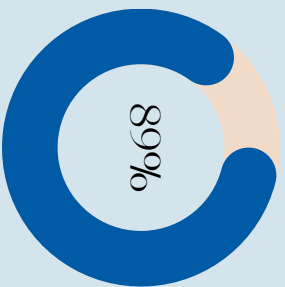
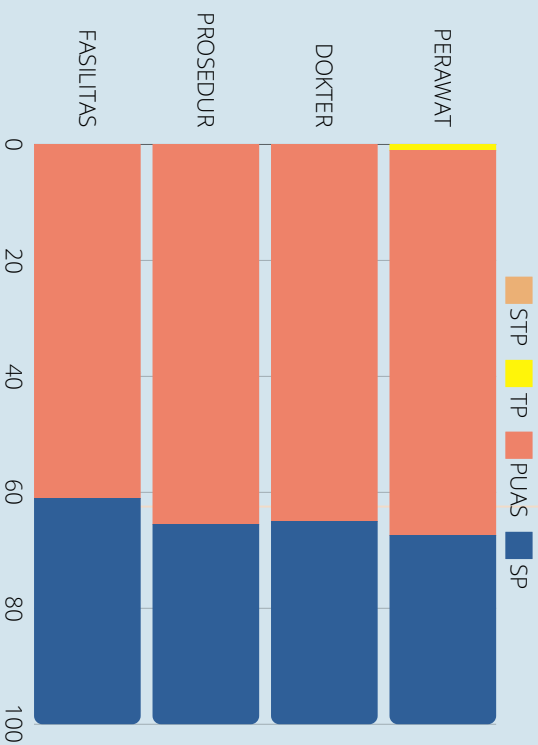


Pelayanan Rawat Jalan

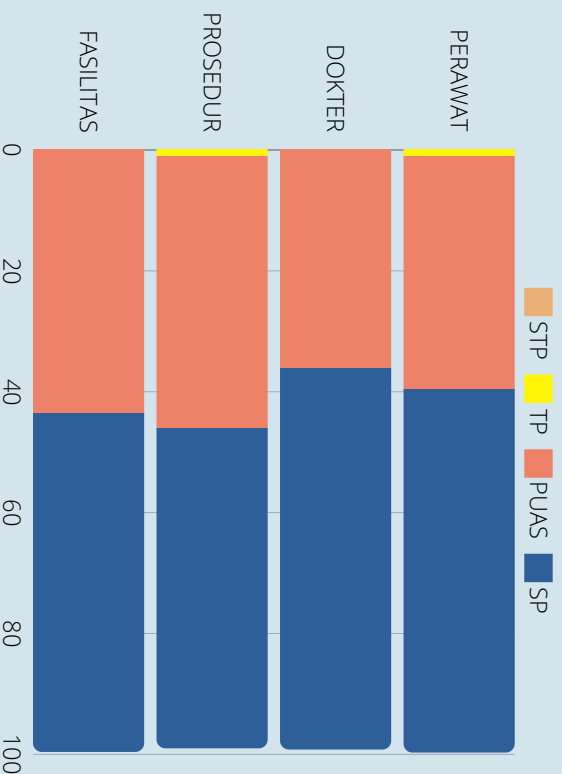
Indeks Kepuasan Masyarakat (IKM)



2023 SMT II



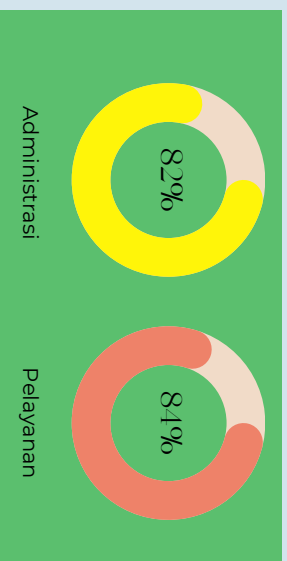
2024 SMT I



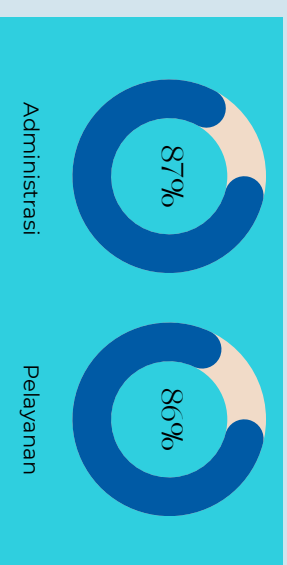
Instalasi Penunjang Medik

86%

Keseluruhan Pelayanan Penunjang Diagnostik & Terapeutik (IPDT)

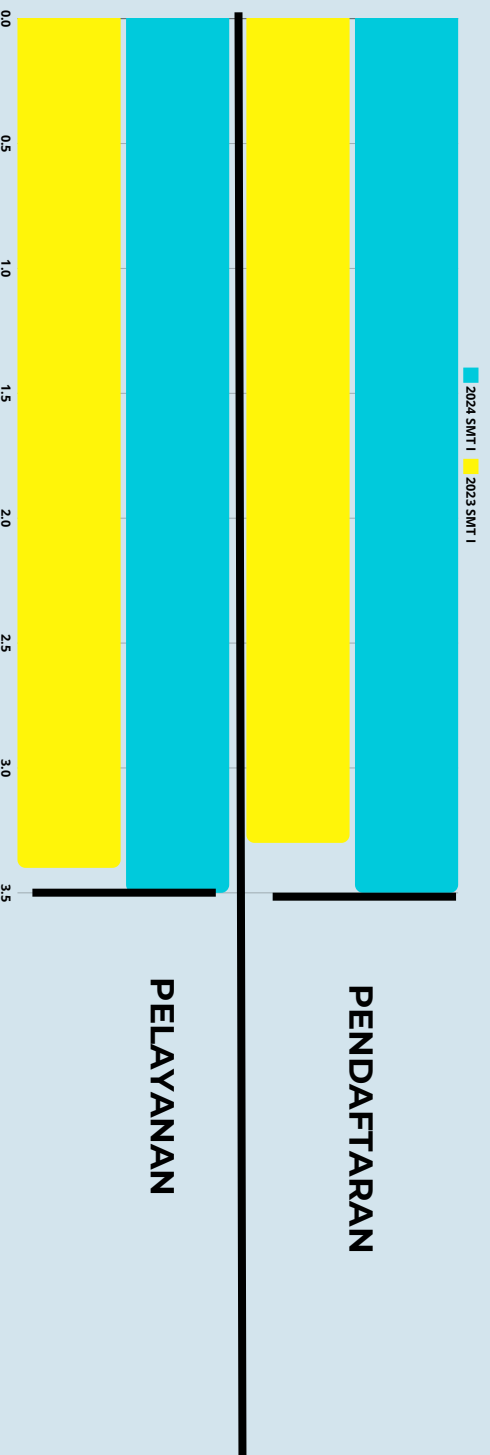


2023 SMT II

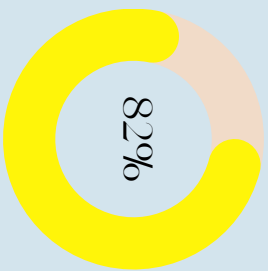


2024 SMT I

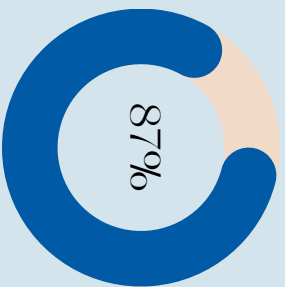
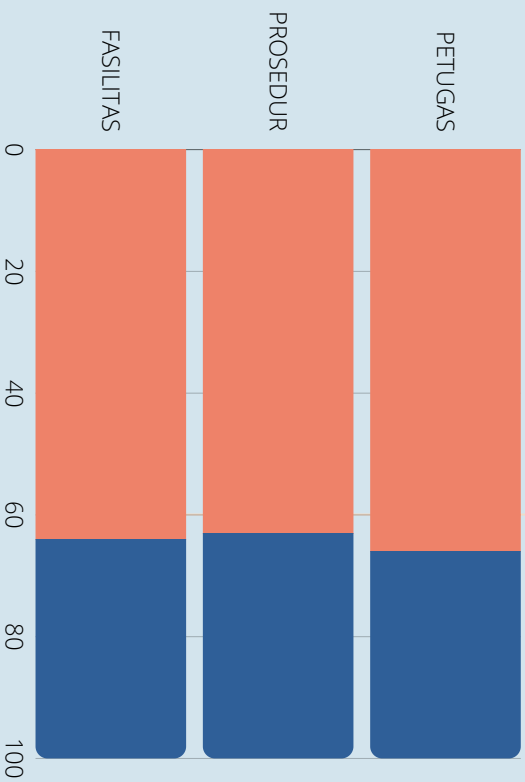
INDEKS KEPUASAN PELANGGAN (SKALA 1-4)



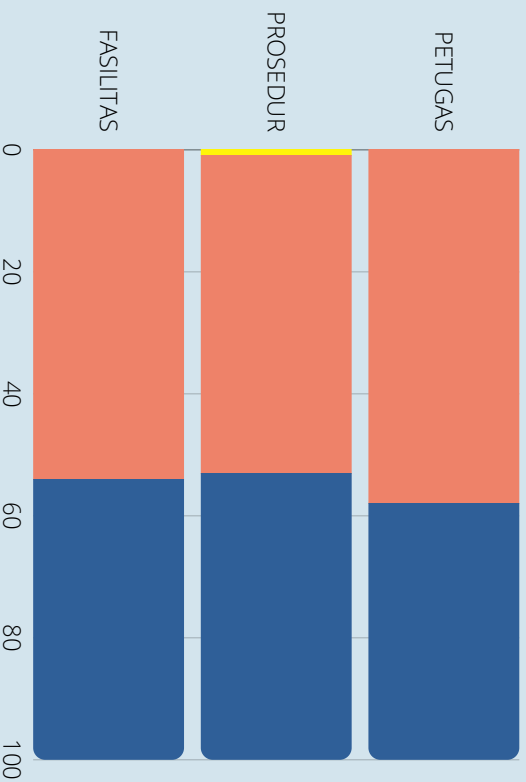
Indeks Kepuasan Masyarakat (IKM)



2023 SMT II

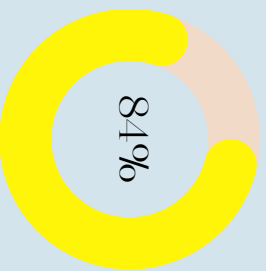


2024 SMT I

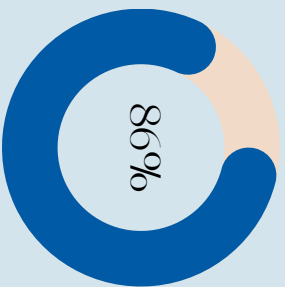
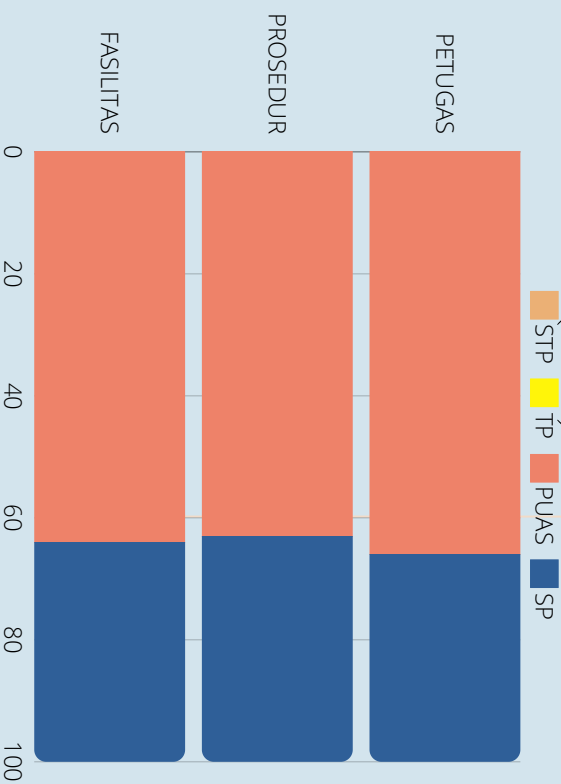


Pelayanan IPDT

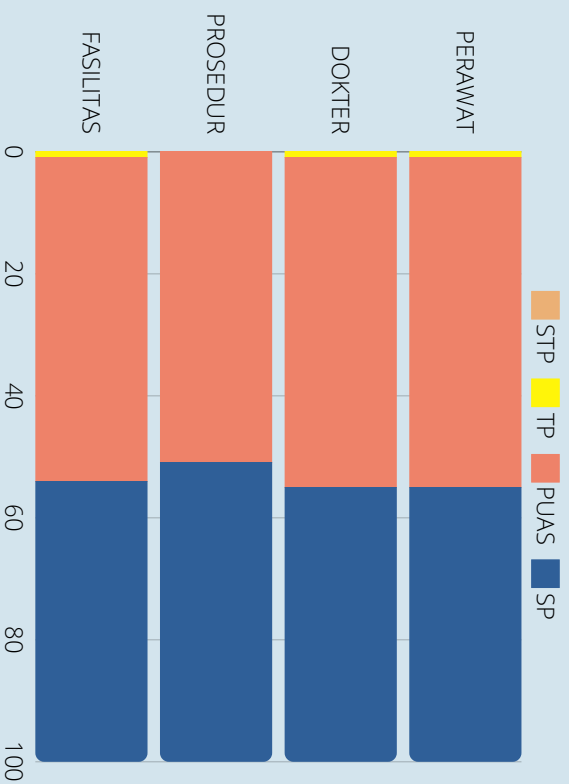
Indeks Kepuasan Masyarakat (IKM)



2023 SMT II

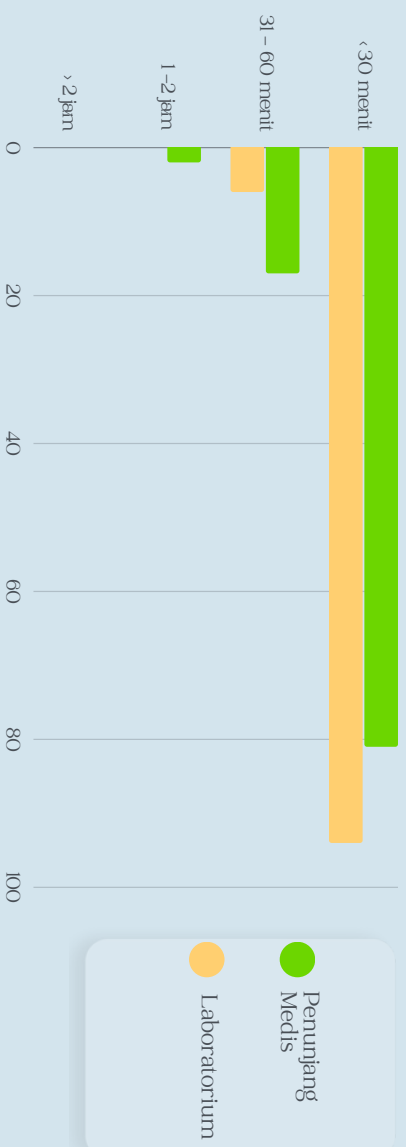


2024 SMT I

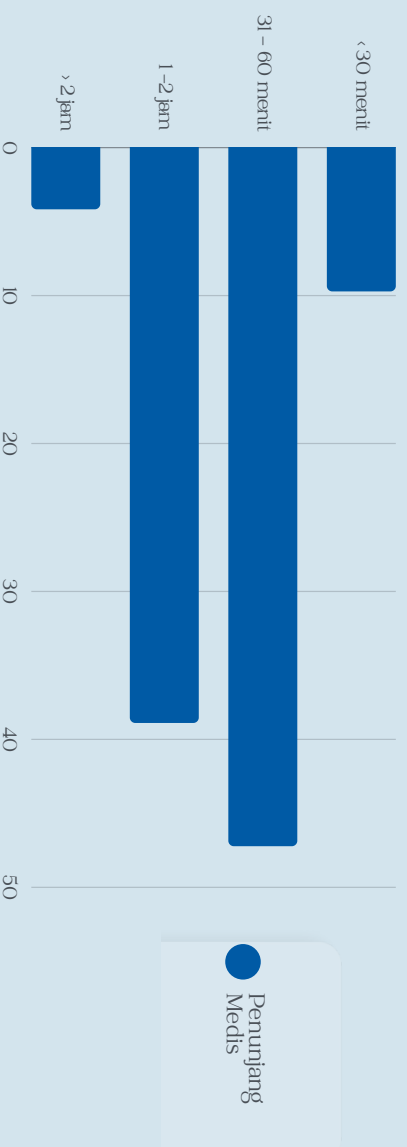


Bar Chart

Waktu Tunggu Hasil Pemeriksaan



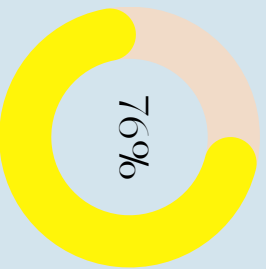
2023 SMT II



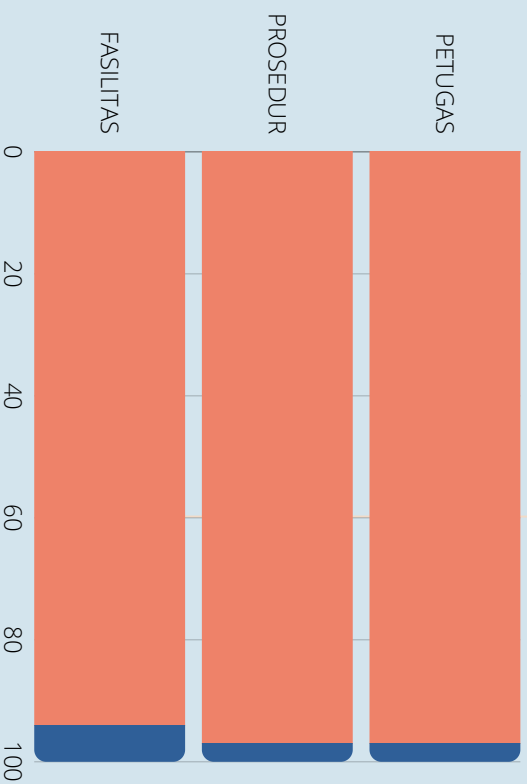
2024 SMT I

Pelayanan Laboratorium

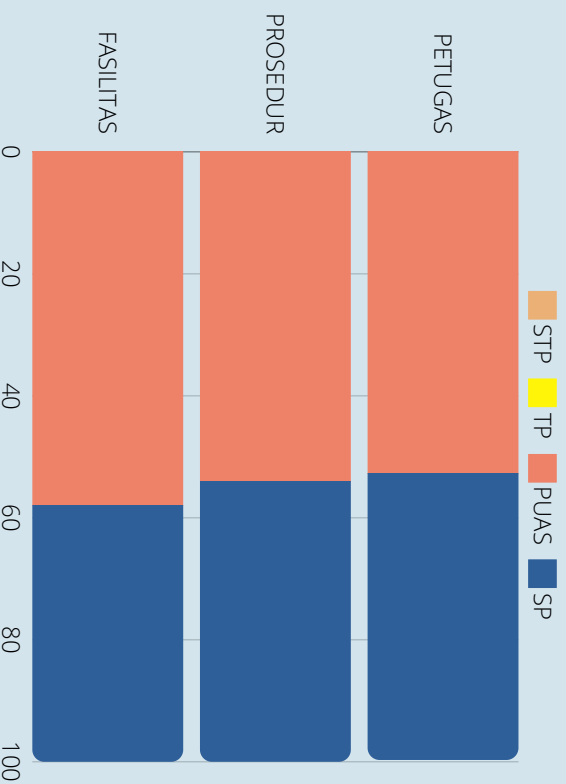
Indeks Kepuasan Masyarakat (IKM)



2023 SMT II

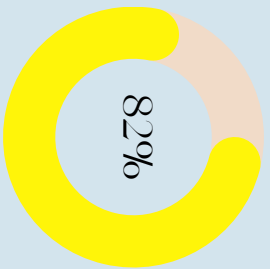


2024 SMT I

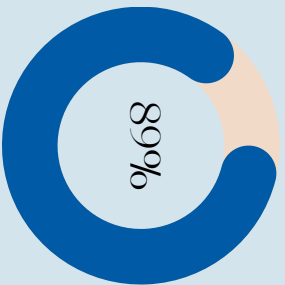


Pelayanan Farmasi

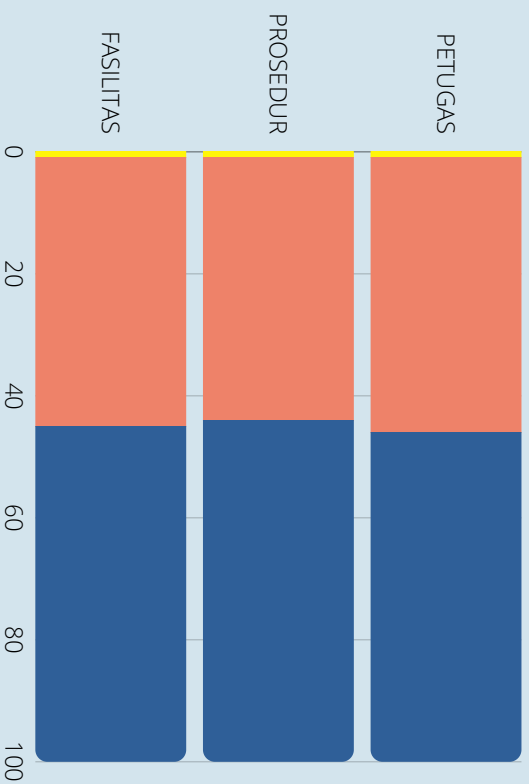
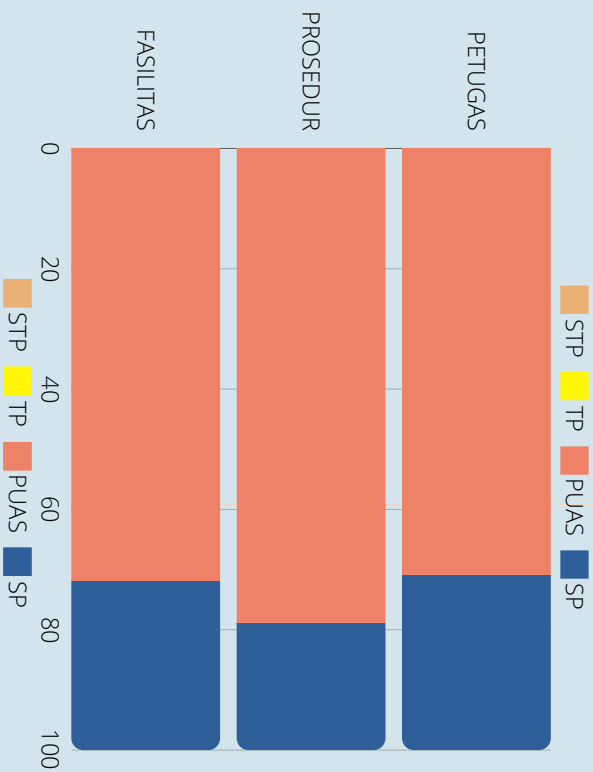
Indeks Kepuasan Masyarakat (IKM)



2023 SMT II

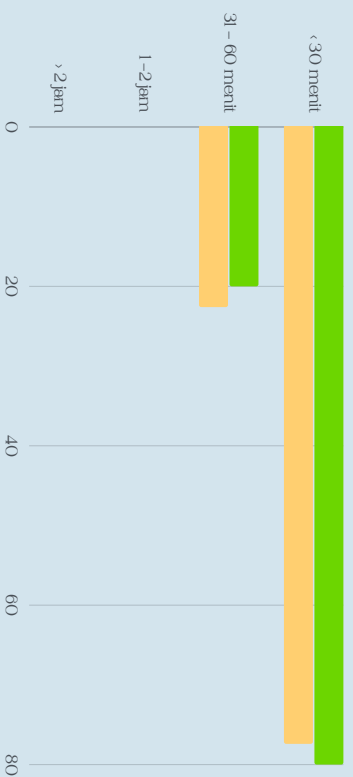


2024 SMT I

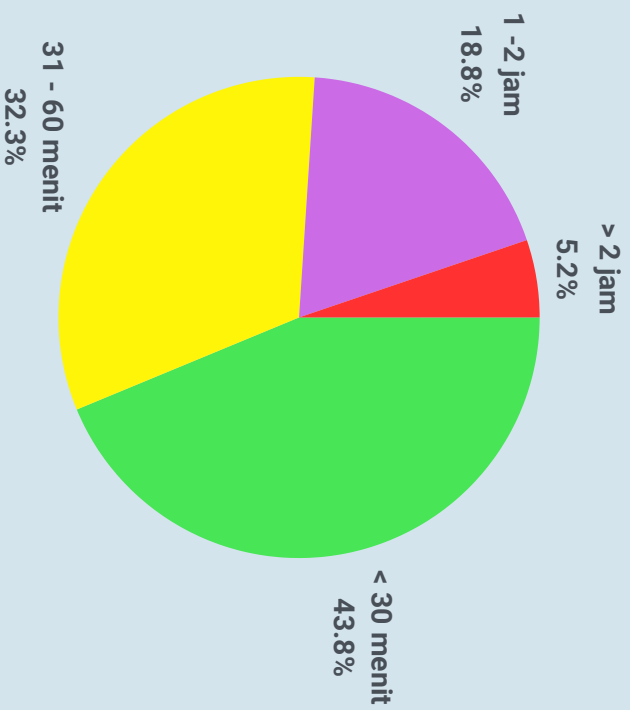


Bar Chart

Waktu Tunggu Ambil Obat



2023 SMT II



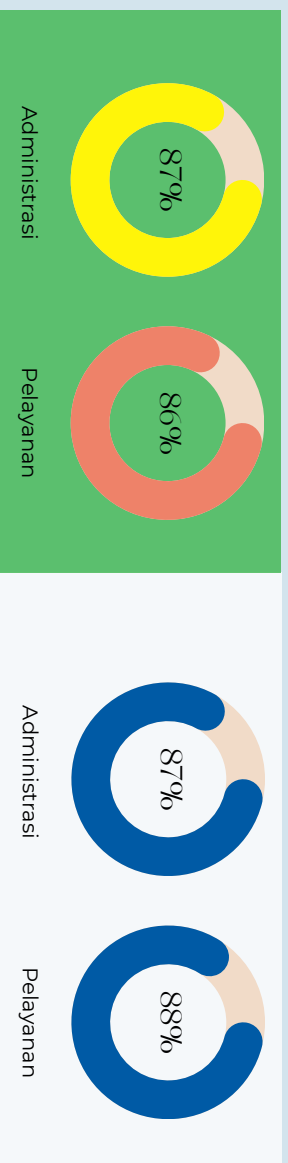
2024 SMT I

Obat jadi

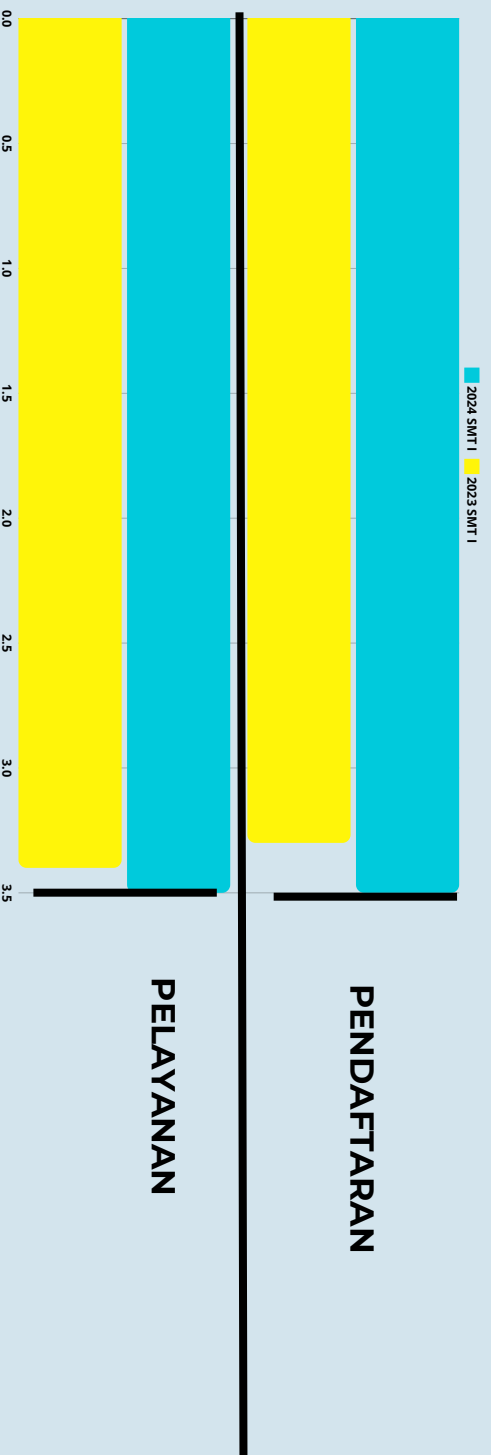
Instalasi Rawat Inap

87%

Keseluruhan Kepuasan di Instalasi Rawat Inap

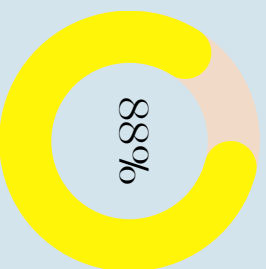


INDEKS KEPUASAN PELANGGAN (SKALA 1-4)

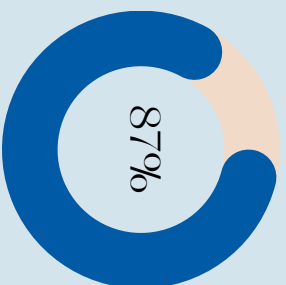
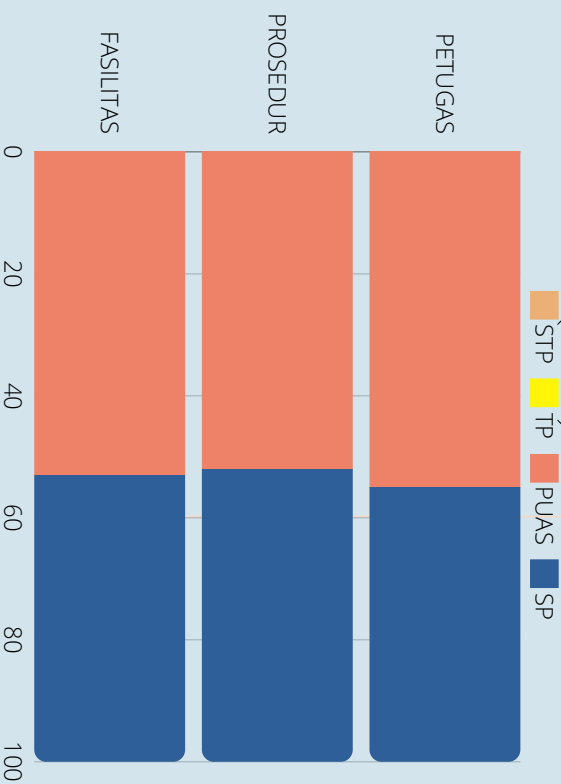


Administrasi Rawat Inap

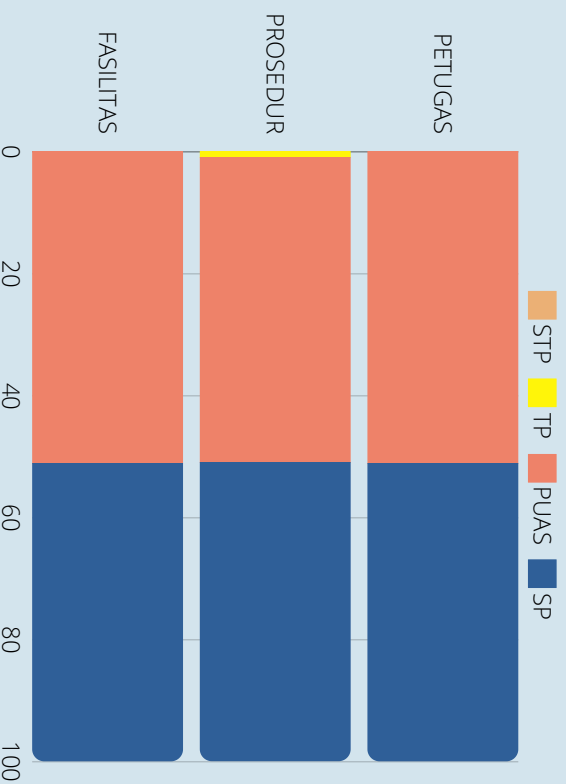
Indeks Kepuasan Masyarakat (IKM)



2023 SMT II

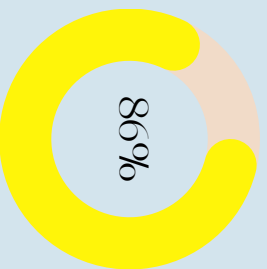


2024 SMT I

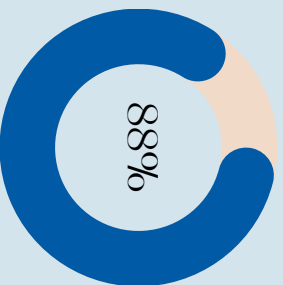
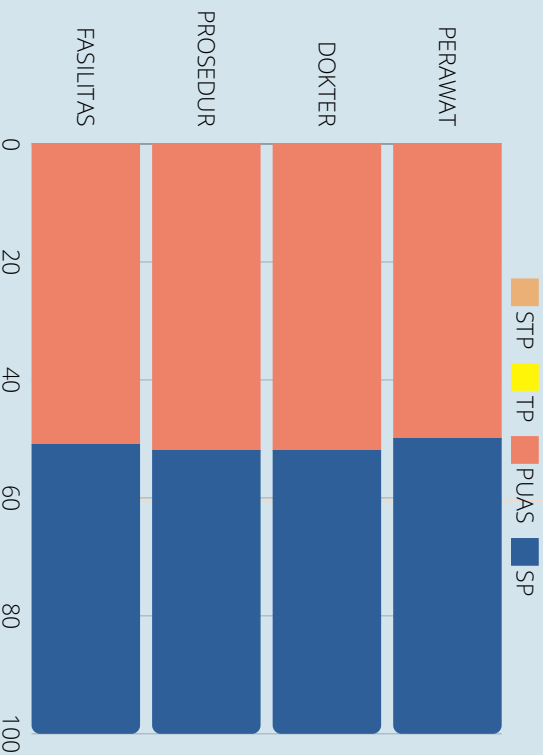


Pelayanan Rawat Inap

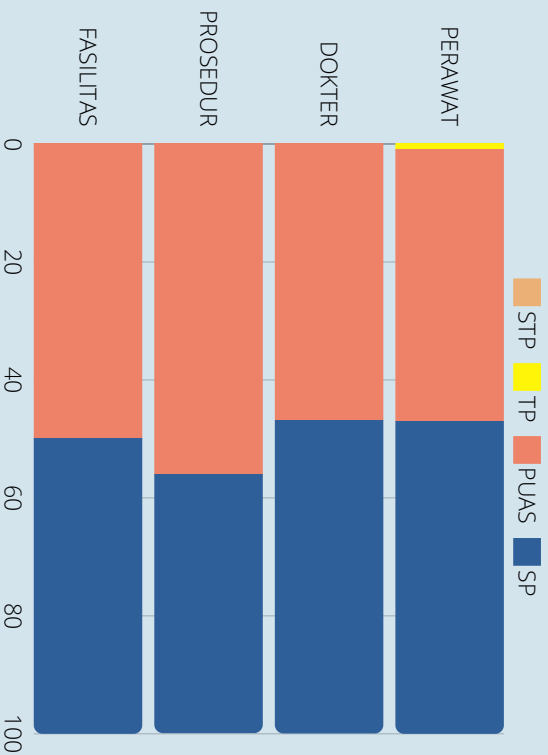
Indeks Kepuasan Masyarakat (IKM)



2023 SMT II

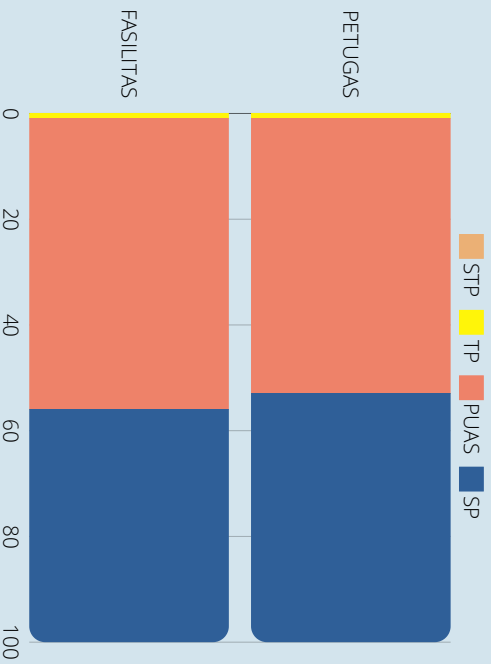
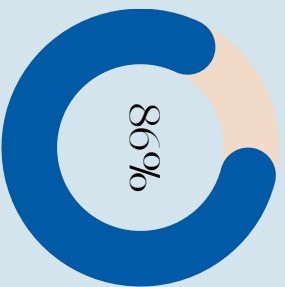
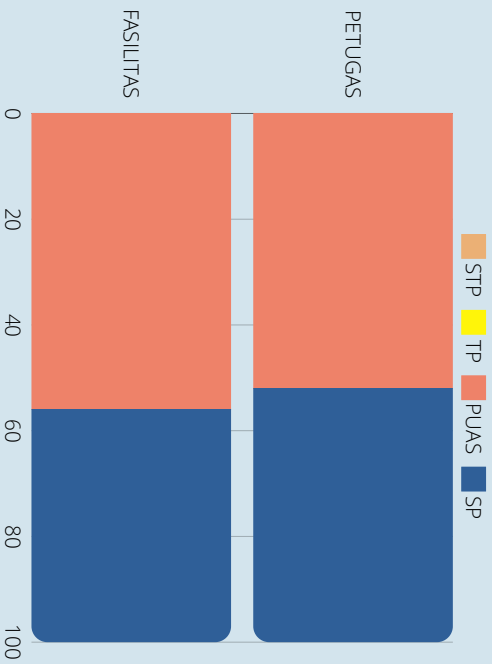
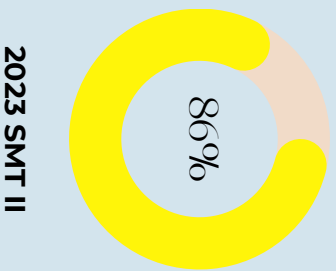


2024 SMT I



Pelayanan Instalasi Gizi

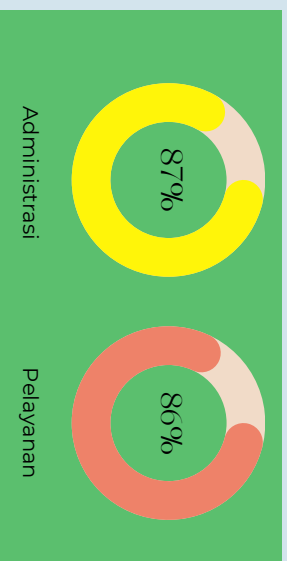
Indeks Kepuasan Masyarakat (IKM)



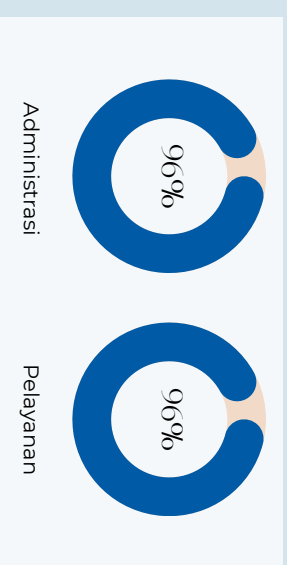
Instalasi Kamar Bedah

95%

Keseluruhan Kepuasan di Instalasi Kamar Bedah

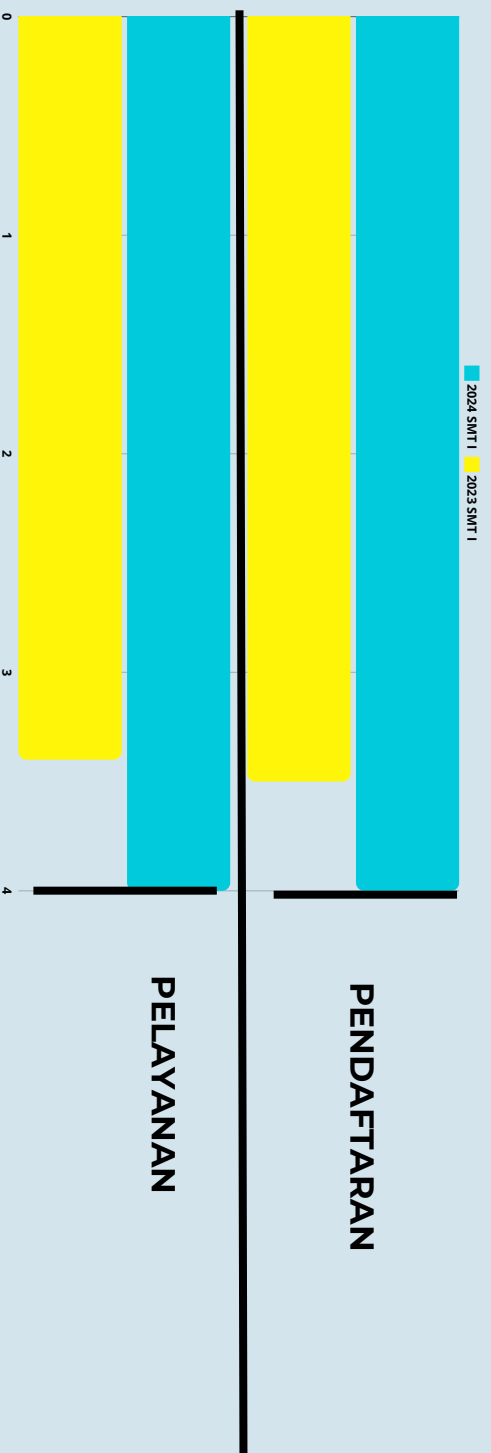


2023 SMT II



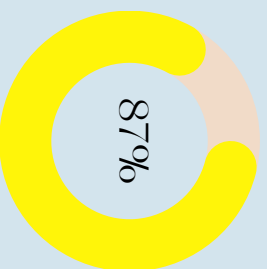
2024 SMT I

INDEKS KEPUASAN PELANGGAN (SKALA 1-4)

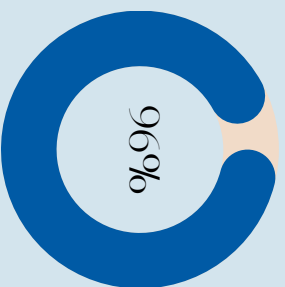
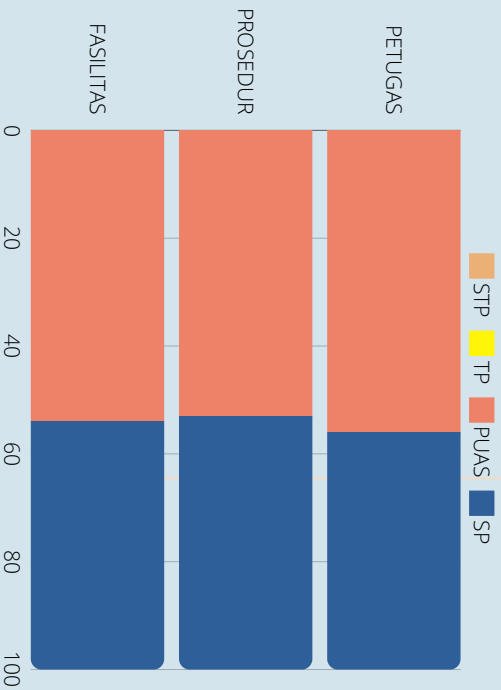


Administrasi Instalasi Kamar Operasi

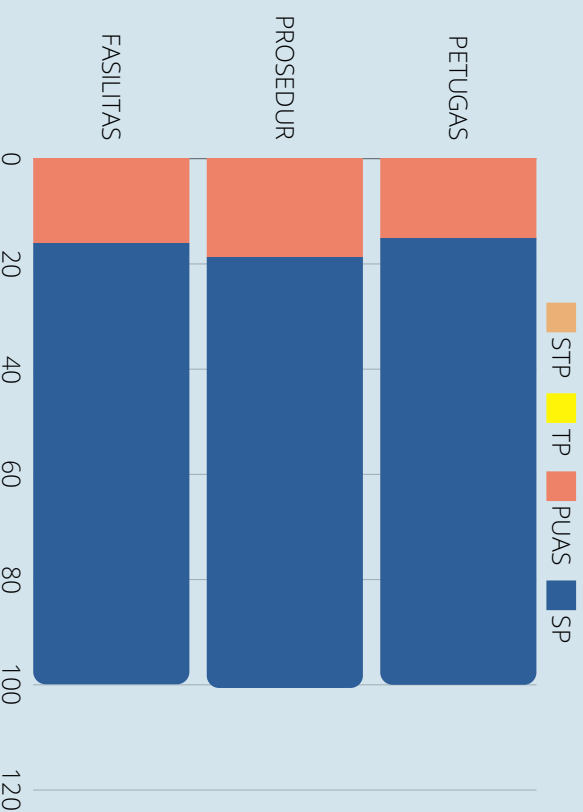
Indeks Kepuasan Masyarakat (IKM)



2023 SMT II

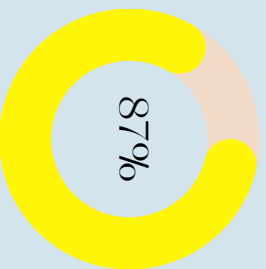


2024 SMT I

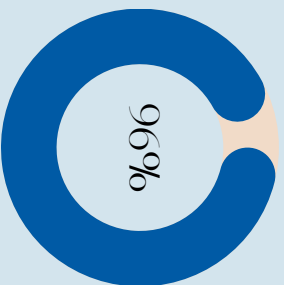
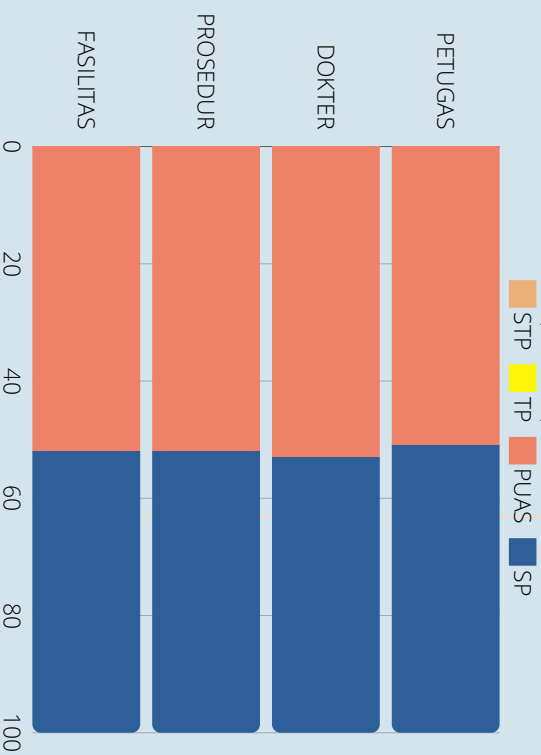


Pelayanan Instalasi Kamar Operasi

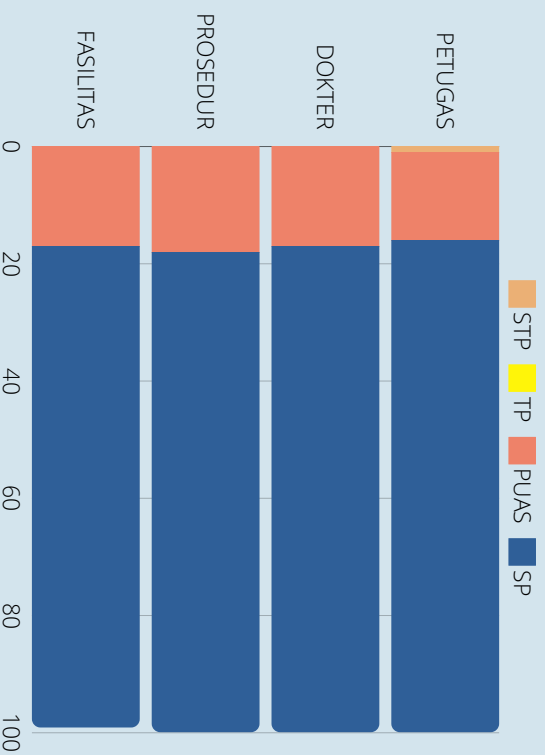
Indeks Kepuasan Masyarakat (IKM)



2023 SMT II

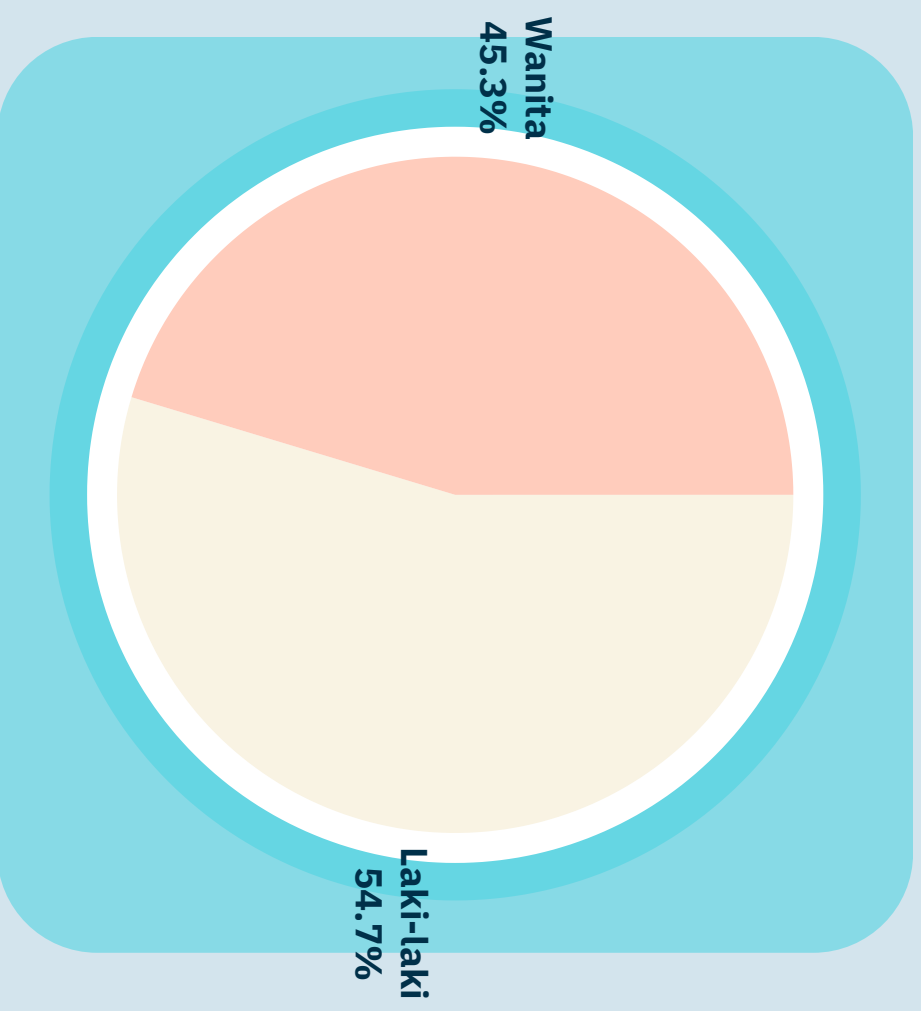
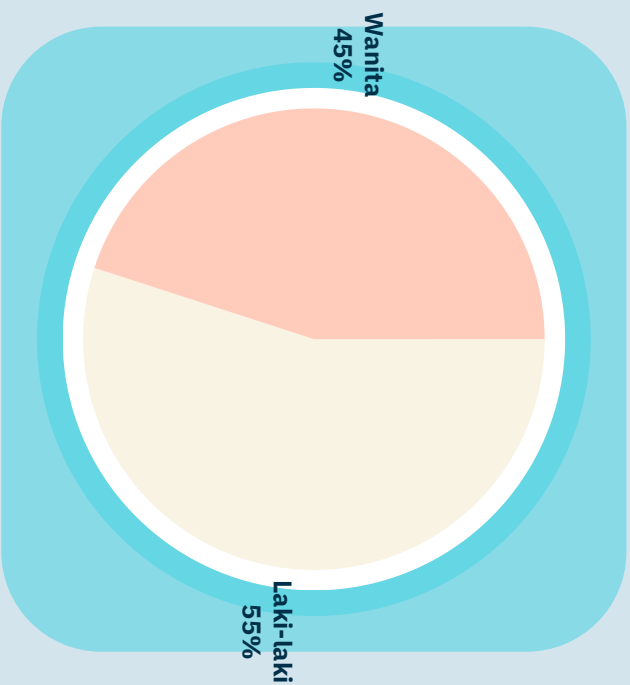


2024 SMT I

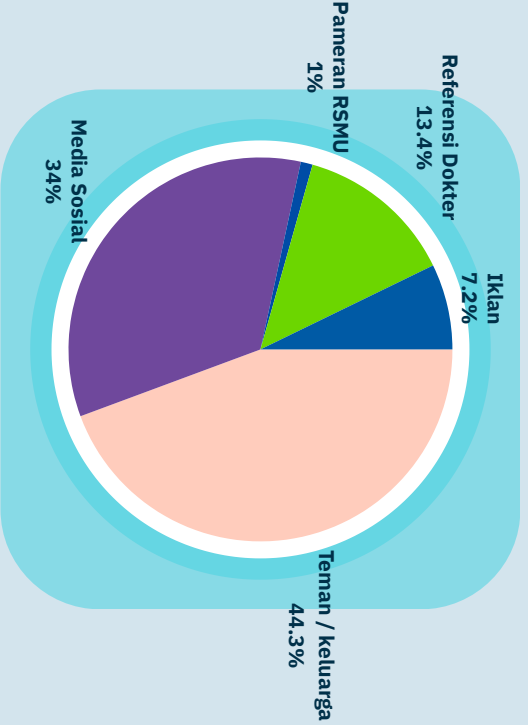


Demografi Responden Layanan Premium

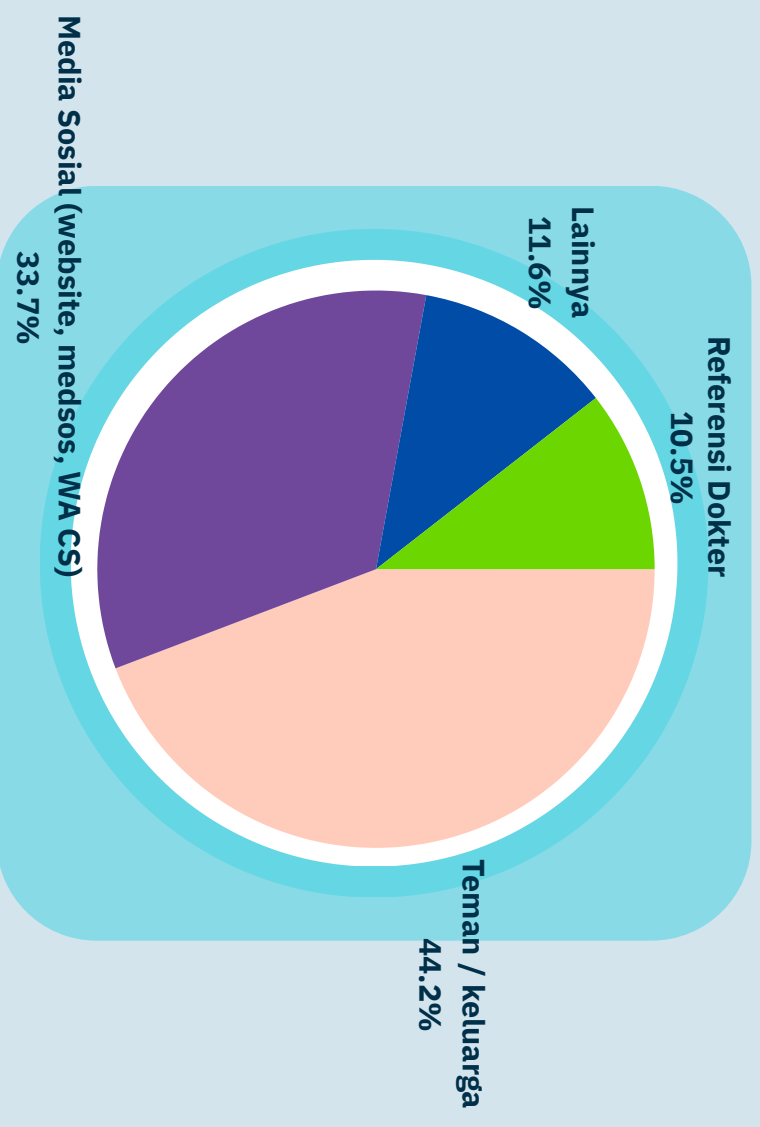
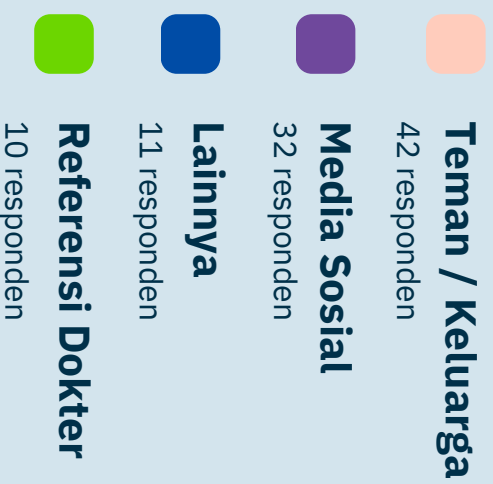
Jenis Kelamin



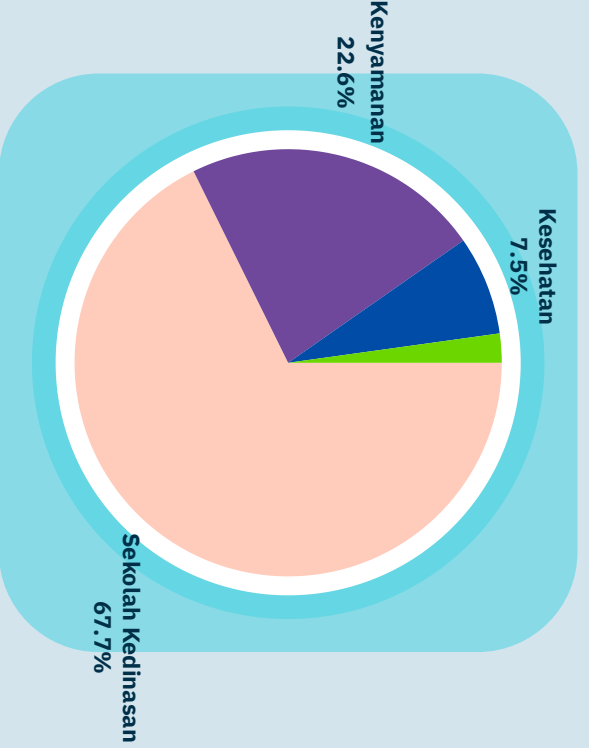
Darimana mendengar LAC RSMU?



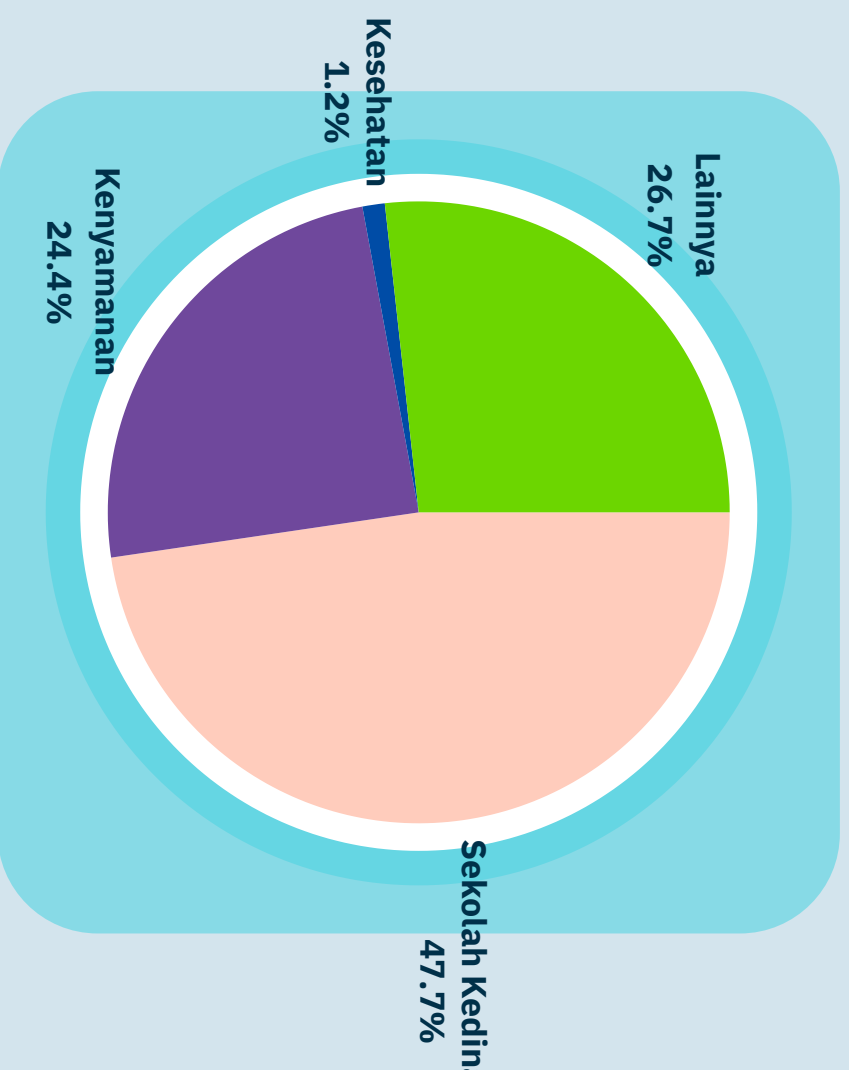
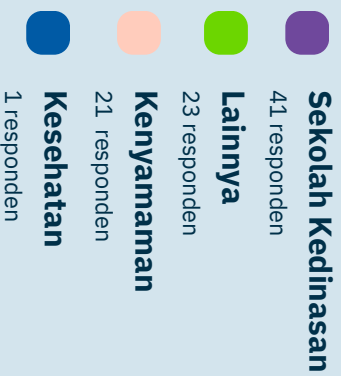
2023 SMT II



2024 SMT I

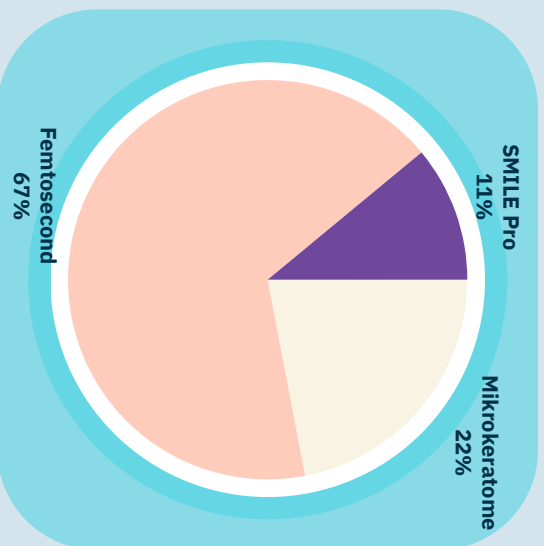


2023 SMT II



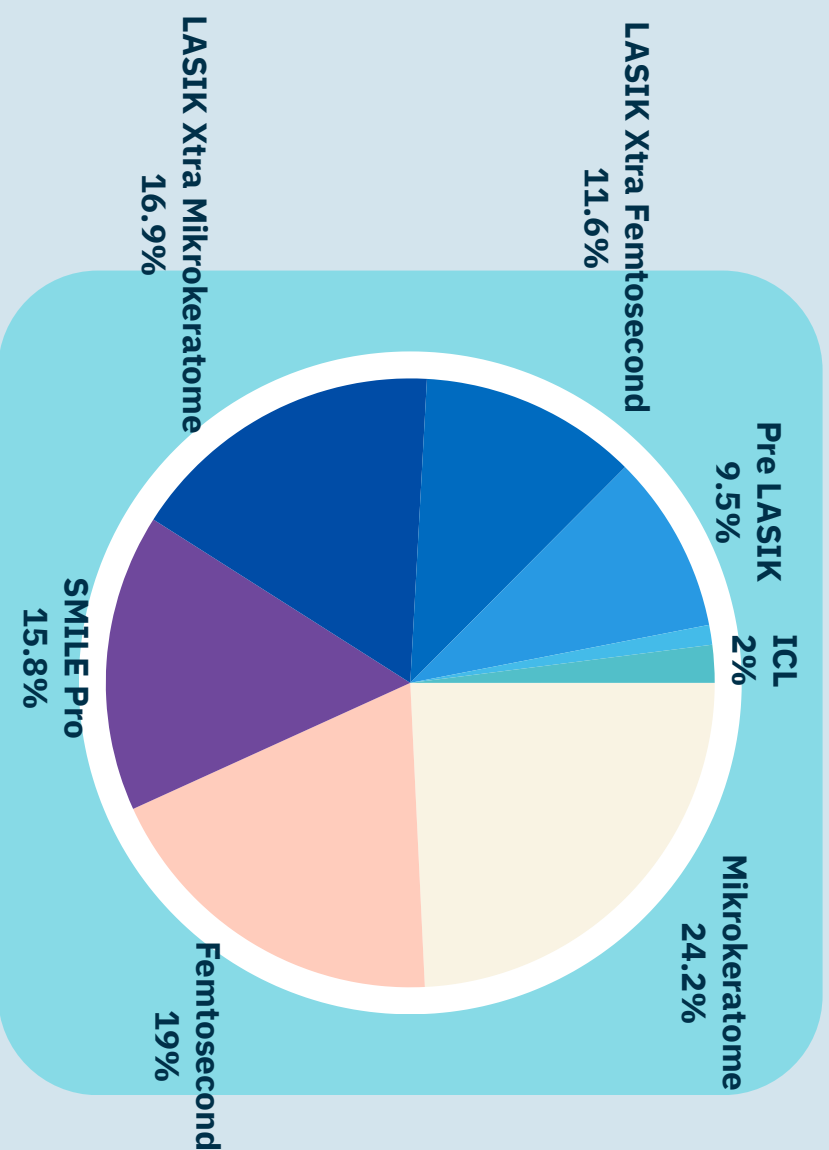
2024 SMT I

Metode LVC



2023 SMT II

- **SMILE Pro**
15 responden
- **LASIK Mikrokeratome**
23 responden
- **LASIK Femtosecond**
18 responden
- **LASIK Xtra Mikrokeratome**
16 responden
- **LASIK Xtra Femtosecond**
11 responden



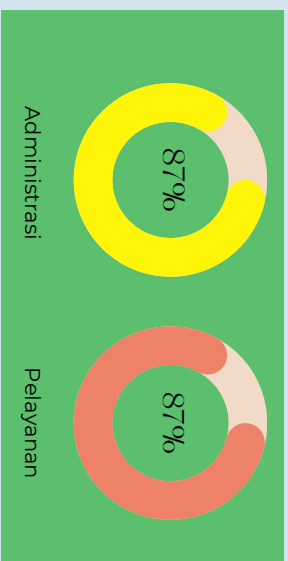
2024 SMT I

- **Pre LASIK**
9 responden
- **ICL**
2 responden
- **Crosslinking**
1 responden

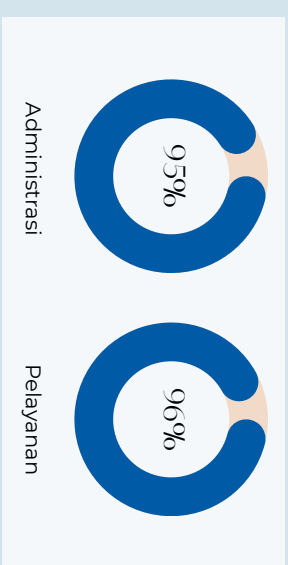
Layanan Premium (khusus pasien LVC)

83%

Keseluruhan Kepuasan di Layanan Premium

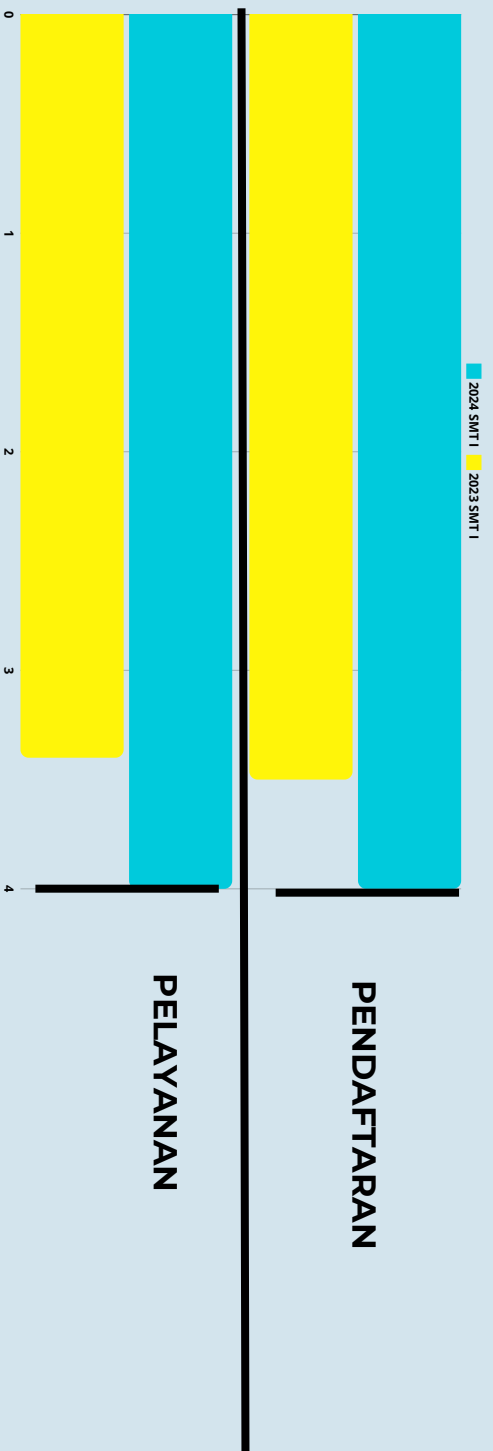


2023 SMT II



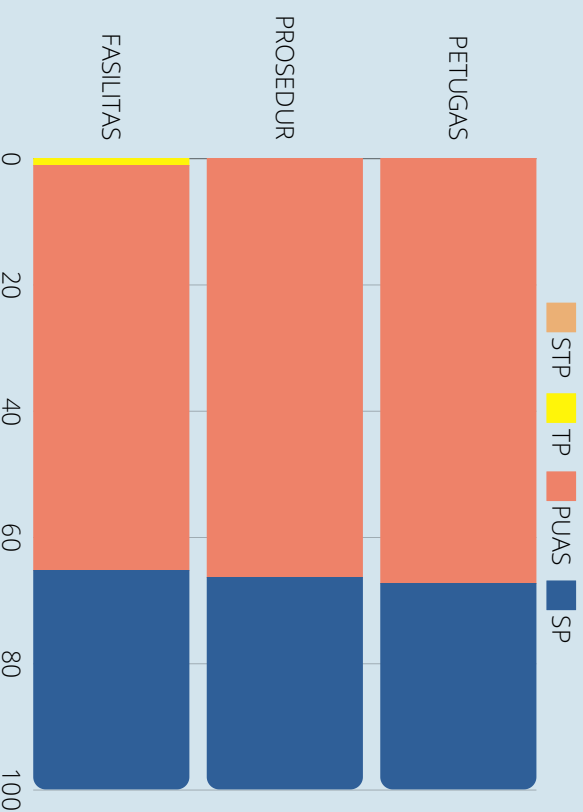
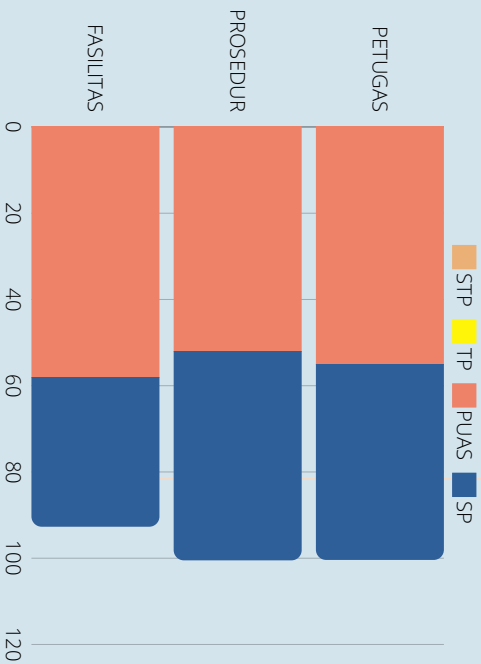
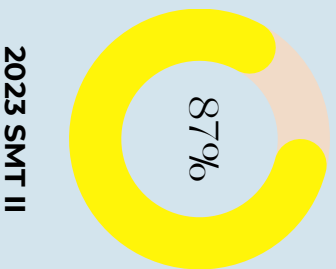
2024 SMT I

INDEKS KEPUASAN PELANGGAN (SKALA 1-4)



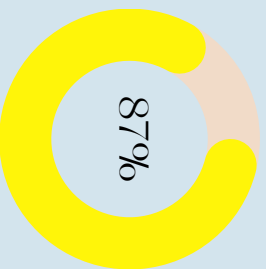
Administrasi Layanan Premium

Indeks Kepuasan Masyarakat (IKM)

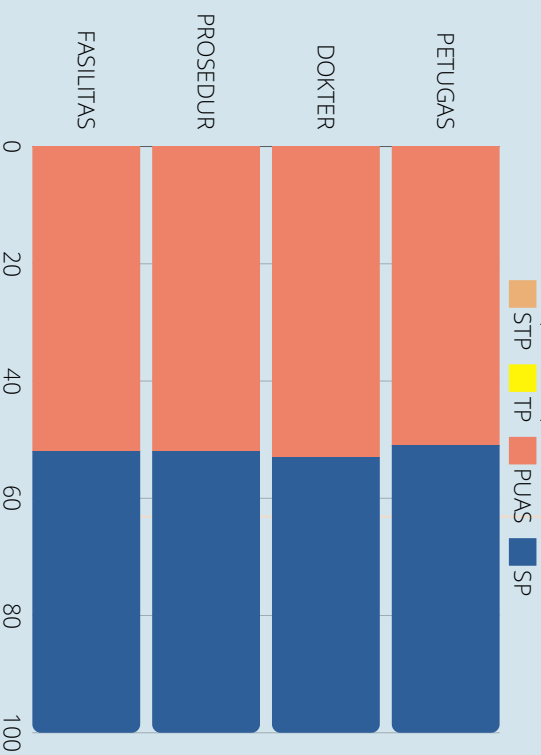


Pelayanan Premium

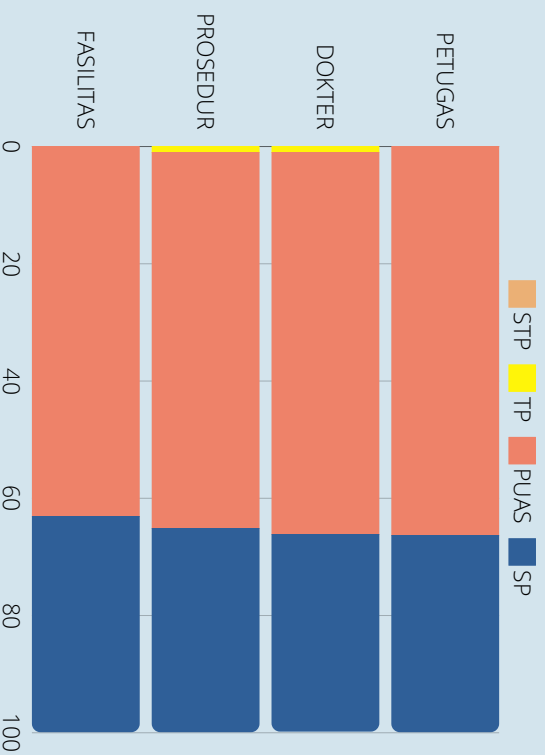
Indeks Kepuasan Masyarakat (IKM)









2023 SMT II







2024 SMT I



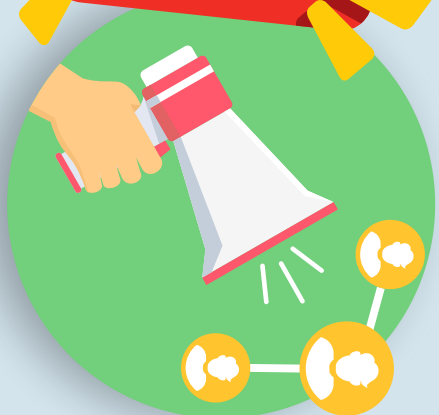
Kritik & Saran

Atribut	UNIT / INSTALASI TERKAIT	PROSEDUR	PETUGAS	FASILITAS
Lahan parkir (mobil & motor) kurang luas, tidak nyaman, & susah	K3L			 35 INPUT
Antrian lama	Rajal	 29 INPUT		
Kebersihan toilet masih kurang	K3L			 16 INPUT
Tempat duduk / ruang tunggu	Rajal, IPDT			
Petugas (Pendaftaran & perawatan) kurang ramah	RAJAL,		 5 INPUT	
Pendaftaran online sulit	SIMRS	 4 INPUT		

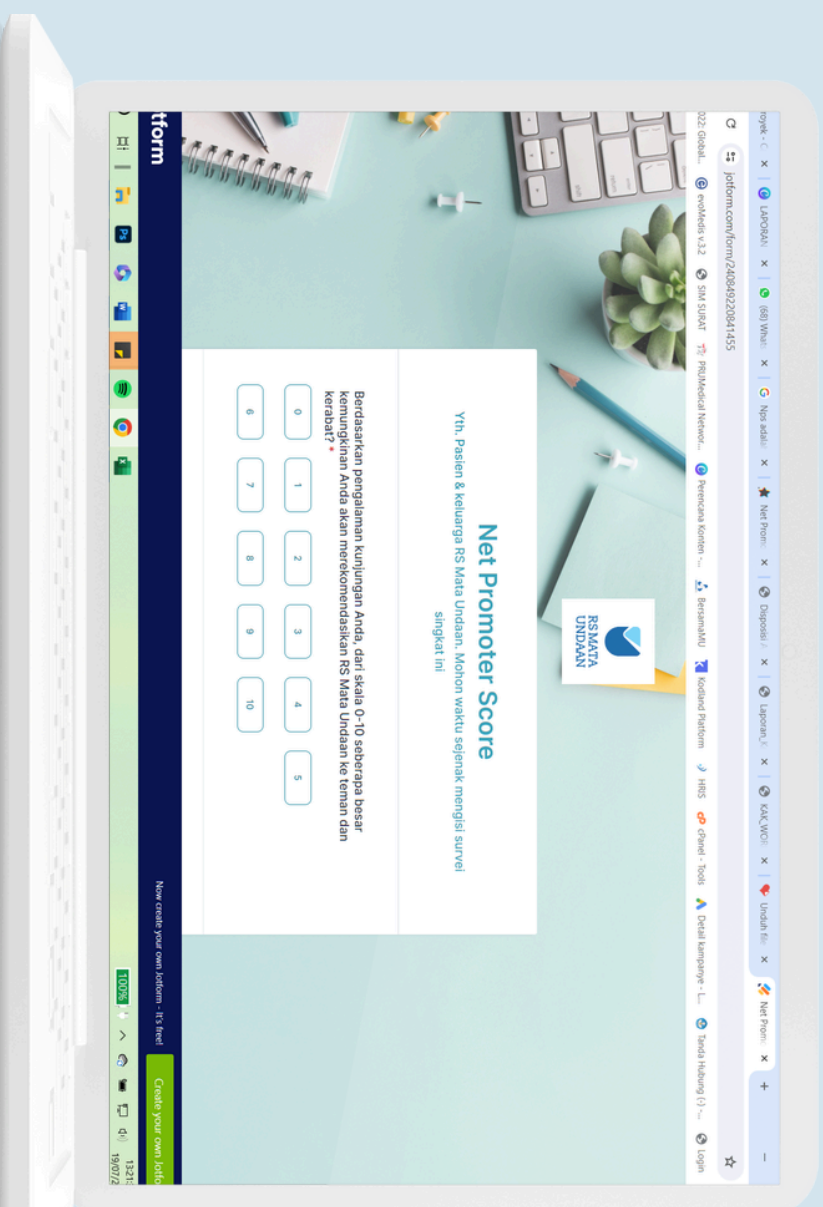
Kritik & Saran

Atribut	UNIT / INSTALASI TERKAIT	PROSEDUR	PETUGAS	FASILITAS
Pemanggilan pasien kurang jelas	IPSRs			 3 INPUT
Area finger print selalu penuh di pagi hari		 3 INPUT		
Petunjuk arah & security masih membingungkan	K3L		 2 INPUT	
Area makan untuk pendamping / pasien saat menunggu masih kurang	Umum			 2 INPUT

NET PROMOTOR SCORE (NPS)



“Skor promotor bersih adalah metrik riset pasar yang didasarkan pada satu pertanyaan survei yang meminta responden menilai kemungkinan mereka akan merekomendasikan perusahaan, produk, atau layanan kepada teman atau kolega.”
sumber: wikipedia



Net Promoter Score

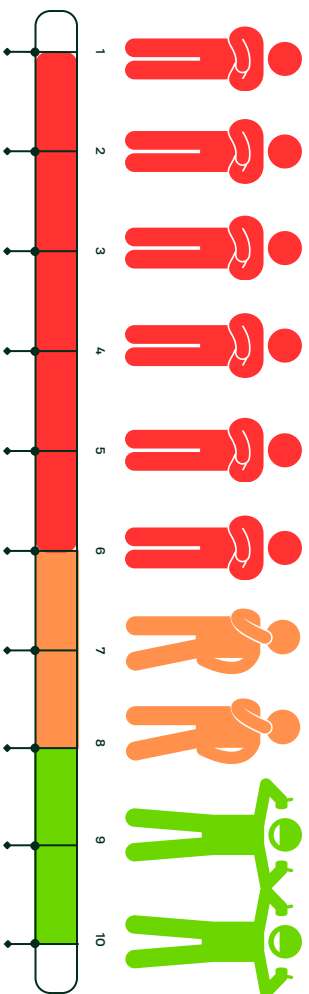
Yth. Pasien & keluarga RS Mata Undapan, Mohon waktu sejenak mengisi survei singkat ini

Berdasarkan pengalaman kunjungan Anda, dari skala 0-10 seberapa besar kemungkinan Anda akan merekomendasikan RS Mata Undapan ke teman dan kerabat? *

0	1	2	3	4	5
6	7	8	9	10	

100%
1328
180972

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Pengolongan pelanggan

% Detractors

Memberi skor 0 - 6

% Passive

Memberi skor 7 - 8

% Promoters

Memberi skor 9 - 10

diperoleh **37 responden**

6,5% dari 578

diperoleh **261 responden**

45% dari 578

diperoleh **280 responden**

48% dari 578

NPS FORMULA =

% Promoters

-

% Detractors

48% - 6,5% =

41,5%



Thank You

