STUDI DESKRIPTIF *HEALTHCARE SERVICE QUALITY* PADA PASIEN RSUD DR. SOETOMO SURABAYA DENGAN ANALISIS *ENTROPY*

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INTISARI

Penelitian ini bertujuan untuk menganalisis kualitas layanan pada rumah sakit yang berfokus pada aspek *healthcare service quality*. Pengukuran dikembangkan dari studi terkait sebelumnya mencakup empat dimensi *Human Resources, Process, Infrastructure, & Policy.*

Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan teknik analisis *Enthropy* dan Pasien RSUD Dr. Soetomo sebagai studi kasus. Jumlah responden dalam penelitian ini adalah 300 responden yang mendapatkan perawatan di Rumah sakit Dr. Soetomo Dari analisis *Enthropy,* setiap kriteria dibobot untuk menentukan peringkat Healthcare *Service Quality* satu sama lain.

Hasil penelitian menunjukkan bahwa variabel *Human Resources* memiliki bobot tertinggi pada indikator pengalaman petugas. Variabel *Process* memiliki bobot tertinggi pada indikator Reputasi. Variabel *Infrastructure* memiliki bobot tertinggi pada indikator Tata letak bangunan. Dan Variabel *Policy* memiliki bobot tertinggi pada indikator Standar kesehatan.

Kata kunci: Healtcare *Service Quality, Human Resources, Process, Infrastructure, Policy, Enthropy.*

DESCRIPTIVE STUDY OF QUALITY OF HEALTH SERVICES IN PATIENTS OF RSUD DR. SOETOMO SURABAYA WITH ENTROPY ANALYSIS

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ABSTRACT

This study aims to analyze the quality of service in a hospital that focuses on aspects of healthcare service quality. Measurements developed from previous studies include four dimensions of Human Resources, Process, Infrastructure, & Policy.

This study uses a quantitative approach by using Enthropy and Patient Hospital. Soetomo as a case study. The number of respondents in this study was 300 respondents who received treatment at Dr. Hospitals. Soetomo From Enthropy analysis, each criterion was weighted to rank each other's Healthcare Service Quality.

The result of the research shows that the Human Resources variable has the highest weight on the officer experience indicator. Process Variable has the highest weight on the Reputation indicator. Infrastructure variables have the highest weight on building layout indicators. And the Policy Variable has the highest weight on health standard indicators.

Keywords: Healtcare Service Quality, Human Resources, Process, Infrastructure, Policy, Enthropy.