

**PERBEDAAN TINGKAT KEPUASAN PELANGGAN TERHADAP SISTEM
PENDAFTARAN *ONLINE* DAN SISTEM
PENDAFTARAN LANGSUNG DI INSTALASI
RAWAT JALAN RSUP DR. SARDJITO
YOGYAKARTA**

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ABSTRAK

Latar Belakang : Perkembangan teknologi dan informasi mempengaruhi berbagai aspek, salah satunya bidang kesehatan, yang dikenal dengan *e-health*. Salah satu penerapan *e-health* adalah registrasi *online* yang diberlakukan bersama registrasi langsung. Tujuan dari pelayanan adalah kepuasan pasien, dimana menurut standar pelayanan minimal, tingkat kepuasan pelanggan lebih dari 90 %. Diharapkan dengan sistem pendaftaran yang efektif, efisien, dan minimalnya waktu tunggu akan meningkatkan kepuasan pasien.

Tujuan Penelitian : Untuk mengetahui perbedaan tingkat kepuasan pelanggan terhadap sistem pendaftaran *online* dan sistem pendaftaran langsung di Instalasi Rawat Jalan RSUP Dr. Sardjito Yogyakarta.

Metode Penelitian : Jenis penelitian kuantitatif dengan pendekatan *cross sectional*. Sampel penelitian berjumlah 100 responden yang terbagi menjadi dua kelompok, yaitu kelompok pendaftaran *online* dan kelompok pendaftaran langsung masing-masing sejumlah 50 orang dengan menggunakan teknik *accidental sampling*. Teknik analisa data menggunakan uji statistik *chi square*

Hasil Penelitian: Tingkat kepuasan pada kelompok pendaftaran *online* 62% menyatakan puas, sedangkan pada kelompok pendaftaran langsung 54% menyatakan tidak puas. Hasil uji *chi square* menunjukkan $p=0,018$ ($p<0,05$),

Kesimpulan: Tidak terdapat perbedaan yang signifikan tingkat kepuasan pelanggan terhadap sistem pendaftaran *online* dan sistem pendaftaran langsung.

Kata kunci: Instalasi rawat Jalan, Kepuasan Pelanggan, Sistem Pendaftaran *Online*, Sistem Pendaftaran Langsung.

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**DIFFERENCES IN CUSTOMERS' SATISFACTION LEVEL TOWARDS
ONLINE REGISTRATION SYSTEM AND DIRECT REGISTRATION SYSTEM
AT RSUP Dr. SARDJITO YOGYAKARTA'S OUTPATIENT WARD**

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ABSTRACT

Background: *The development of technology and information affects various aspects, one of them is health service, the so-called e-health. One of the ways of e-health implementation is the online registration, that is applied along with direct registration. The aim of this service is customer satisfaction, which is according to the minimum standard of service; the level of satisfaction is more than 90%. It is expected that with the use of an effective and efficient registration system, and a minimum wait time, patients' satisfaction level will be increased.*

Objective: *To determine the differences in customers' satisfaction level towards online registration system and direct registration system at Dr. Sardjito General Hospital Yogyakarta's Outpatient Ward.*

Method: *This is a quantitative research with a cross sectional approach. The samples in this research were 100 respondents who were divided into two groups, namely online registration group and direct registration group, each consists of 50 people, the samples were selected using an accidental sampling technique. The data collected were analyzed using a chi-square statistics test.*

Results: *In terms of satisfaction level, the online registration group achieved 62% satisfied respondents and 38 unsatisfied respondents. In the direct registration group, there were 46% customers who were satisfied, and 54% respondents unsatisfied. The chi-square test results showed a p value = 0.108 ($p < 0.05$).*

Conclusion: *There were no differences in customers' satisfaction level towards online registration system and direct registration system.*

Keywords: *outpatient ward, customer satisfaction, online registration system, direct registration system*

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