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ANALYSIS OF PATIENT PERCEPTION BASED ON NURSE CULTURE INCLUDING HOSPITALITY, CARING, AND ROLE CLARITY TOWARD SERVICE SATISFACTION OF HERMINA JATINEGARA HOSPITAL

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Abstract

The present study is aimed at finding out perception of patient related to nurse's culture affecting patient's satisfaction at Hermina Jatinegara Hospital. Method used in the study is mixed method of quantitative and qualitative with 86 patients as respondents as well as informants of interview in number of 5 people for the qualitative. The study result perceived that relation culture of nurse was good and satisfying with service reaching 91.2%. from the statistical test, it was obtained p value of 0.004 with OR value = 6.356 in accordance with sub variable type of friendly nurse reaching 89.1%, good caring will 88.5% and role clarity 92.7%. it can be concluded that there is a significant correlation between nurse culture and patient satisfaction with p value of more than 0.005. The most dominant variable correlating with patient satisfaction is role clarity of nurse. A suggestion for Management of the hospital is that it is highly recommended to strengthen organizational culture through culture ongoing and periodic socialization.

Keywords: Patient's Perception, Organization Culture, Patient Satisfaction

