**ABSTRAK**

SRI YULIANTY MOZIN. *Refungsionalisasi Administrasi dalam Meningkatkan Pelayanan Rumah Sakit (Studi Kasus RSUD Aloei Saboe Kota Gorontalo)*. (Dibimbing oleh Promotor Amir Imbaruddin serta Kopromotor M. Nadjib Bustan dan Mansyur Achmad KM).

Penelitian ini bertujuan untuk menganalisis dan mendeskripsikan: (i) pelaksanaan fungsi administrasi dalam pelayanan rumah sakit; (ii) proses implementasi refungsionalisasi administrasi dalam pelayanan rumah sakit; (iii) faktor yang menentukan proses implementasi refungsionalisasi administrasi; (iv) menemukan model rumusan strategi pelaksanaan refungsionalisasi administrasi rumah sakit.

Jenis penelitian ini adalah studi kasus dan prosedur penilaian cepat untuk saling melengkapi dan verifikasi data melalui metode kualitatif dan kuantitatif. Metode kualitatif melalui (i) triangulasi sumber data melalui perbandingan hasil wawancara dengan hasil pengamatan dan isi dokumen terkait; (ii) teknik pengumpulan data melalui wawancara mendalam kepada informan, observasi dan studi dokumentasi; (iii) teknik analisis data melalui reduksi data, penyajian data, verifikasi dan penarikan kesimpulan. Metode kuantitatif melalui (i) survei cepat terhadap tanggapan 100 responden; (ii) teknik analisis data menggunakan tabel frekuensi dan tabel persentase.

Temuan penelitian: pertama, fungsi manajerial terlaksana melalui penetapan Standar dan Prosedur Pelayanan. Fungsi interpersonal terlaksana melalui koordinasi antar unit pelayanan dan komunikasi yang baik kepada pelanggan. Fungsi teknis belum terlaksana, rumah sakit belum memanfaatkan sistem informasi manajemen terintegrasi. Fungsi rutin terlaksana dalam bentuk rekam medis. Fungsi analisis belum terlaksana, mengalami keterlambatan sensus harian, bulanan dan tahunan. Fungsi spiritual terlaksana melalui bimbingan rohani kepada petugas administrasi. Kedua, proses refungsionalisasi administrasi dalam pelayanan rumah sakit terlaksana secara sistematis melalui tahap persiapan, perencanaan dan pelaksanaan. Ketiga, faktor pendorong pelaksanaan refungsionalisasi administrasi yaitu kepemimpinan rumah sakit adalah pemimpin yang secara dominan memiliki karakteristik transformasional, sehingga cenderung memotivasi petugas administrasi untuk mendukung pelaksanaan refungsionalisasi administrasi; komunikasi vertikal dan horisontal terjalin secara efektif mendorong kerjasama untuk mendukung proses refungsionalisasi administrasi. Faktor penghambat pelaksanaan refungsionalisasi administrasi adalah penerapan nilai-nilai budaya kerja melayani oleh petugas administrasi belum dominan untuk mendukung proses refungsionalisasi administrasi.

Model strategi pelaksanaan refungsionalisasi administrasi dalam meningkatkan pelayanan administrasi RSUD Aloei Saboe Kota Gorontalo harus tepat sasaran dan fokus melalui metode memungsikan sistem informasi manajemen terintegrasi, penghargaandan hukuman serta dana dari pihak swasta.

**Kata kunci**: refungsionalisasi, administrasi, pelayanan.

***ABSTRACT***

*SRI YULIANTY MOZIN. Refunctionalization of Administration in Improving the Service of Hospital (Case Study of Aloei Saboe District Hospital Gorontalo City). (Guided by Promotor Amir Imbaruddin. Kopromotor M. Nadjib Bustan and Mansyur Achmad KM).*

*This study aims to analyze and descript of: (i) the performance of administrative functions in the hospital service; (ii) the implementation processes of the refunctionalization of administration in the hospital service; (iii) the determining factors in the implementation processes of the refunctionalization of administration; (iv) to find the model of strategies of the refunctionalization of administration.*

*The types of research are case study and Rapid Assessment Procedure (RAP) in order to complementary and data verification by qualitative and quantitative methods. The qualitative methods related to (i) data source triangulation by comparison with interview results to observation results and substance of a document related; (ii) data collection techniques through in-depth interviews to informant, observation, and documentation studies; (iii) data analysis techniques through data reduction, data presentation, verification, and conclusion. The quantitative methods related to (i) rapid survey to 100 respondents; (ii) data analysis techniques using frequency and percentages tables.*

*The findings are: first, the managerial function was carried out by the implementation of standards operating procedures. The interpersonal function was carried out by coordination between service units and communicated better to customers. The technical function was not carried out, the hospital was not using a management information system integrated. The routine function was carried out in the form of medical record. The analysis function was not carried out, have a long time reporting of hospital activities. The spiritual function was carried out by spiritual guidance to employees. Second, the implementation processes of the refunctionalization of administration in the hospital service was carried out systematically by preparational phase, planning and implementation. Third, the propelling factors of implementation of refunctionalization are leadership has a transformational characteristic dominantly, so that motivating employees to standing the implementation of refunctionalization; vertical and horizontal communication effectifelly leading to collaboration standing the processes of refunctionalization. The resistance factor is the application of the values of work culture “serve” were not yet dominant to support the implementation of refunctionalization in improving the hospital service.*

*The model of strategies of the refunctionalization of administration in improving the service of Aloei Saboe Hospital have to a nicety target and focus by method of using a management information system integrated, award and punishment, fund from private sector.*

.

***Keywords****: refunctionalization, administration, service.*