

# MANAJEMEN PELAYANAN KESEHATAN BERBASIS BERKEADILAN



Oleh:  
Dr. Nugroho Mardi Wibowo, SE., M.Si.  
Dr. Rachma Hasibuan, M.Kes.  
Yuyun Widiastuti, SE., MM.  
Dwi Lesno Panglipursari, SE., MM.

# **MANAJEMEN PELAYANAN KESEHATAN BERBASIS BERKEADILAN**

Penyusun:

**Dr. Nugroho Mardi Wibowo, S.E.,M.Si.**

**Dr. Rachma Hasibuan, M.Kes.**

**Yuyun Widiastuti, S.E.,M.M.**

**Dwi Lesno Panglipursari, S.E.,M.M.**

Penerbit

**Fajar Satria – Surabaya**

Cetakan, Oktober 2015

ISBN: 978-602-9310-61-0

Hak Cipta dilindungi oleh Undang-Undang  
Dilarang memperbanyak atau memindahkan sebagian atau seluruh isi  
buku ini ke dalam bentuk apapun tanpa ijin tertulis dari penerbit

## DAFTAR ISI

KATA PENGANTAR .....	iv
DAFTAR ISI .....	vi
<b>BAB 1 KEPUASAN PELANGGAN DALAM PELAYANAN KESEHATAN .....</b>	<b>1</b>
1.1 Kepuasan Pelanggan .....	1
1.2 Nilai Pelanggan .....	5
<b>BAB 2 MARKETING MIX DAN PELAYANAN PELANGGAN</b>	<b>9</b>
2.1 Manajemen Yang Digerakkan Pelanggan .....	12
<b>BAB 3 MANAJEMEN STRATEGI NILAI PELANGGAN .....</b>	<b>14</b>
3.1 Mutu Dalam Pelayanan Kesehatan .....	16
3.2 Mutu Pelayanan Kesehatan dan Peraturan Perundang-Undangan .....	36
3.3 Pelayanan Bermutu dan Pelayanan Prima Dalam Pelayanan Kesehatan .....	37
3.4 Pelayanan Prima .....	47
<b>BAB 4 KONSEP ASURANSI KESEHATAN .....</b>	<b>54</b>
4.1 Risiko dan Risiko Sakit .....	56
4.2 Manajemen Risiko .....	57
4.3 Risiko yang Dapat Diasuransikan .....	60
4.4 Jenis Asuransi .....	65
4.5 Kontrak Asuransi .....	66
4.6 Asuransi Sosial .....	69
4.7 Mekanisme Anti Seleksi ( <i>Adverse Selction</i> ) .....	73
4.8 Asuransi Komersial .....	83
4.9 Asuransi sosial dan Indikator Makro Kesehatan .....	94
4.10 Pemberian Benefit / Manfaat Asuransi .....	96
<b>BAB 5 PELAYANAN KESEHATAN BERKEADILAN .....</b>	<b>101</b>
5.1 Pelayanan Berkeadilan .....	101
5.2 Metode Penelitian .....	105
5.3 Analisis Pembahasan .....	107
<b>DAFTAR PUSTAKA .....</b>	<b>123</b>

## DAFTAR PUSTAKA

- Alam, G.M. dan M.T.B. Khalifa. 2009. The Impact of Introducing A Business Marketing Approach to Education: A Study On Private HE in Bangladesh. *African Journal of Business Management* 3(9): 463-474.
- Ambrose, M., R.L. Hess, dan S.Ganesan. 2007. The Relationship Between Justice And Attitudes: An Examination Of Justice Effects On Event And System-Related Attitudes, *Organization Behavior and Human Decision Processes* 107(1): 21-36.
- Aryee, S., P.S. Budhwar dan Z.X. Chen. 2002. Trust as a Mediator of the Relationship Between Organizational Justice and Work Outcomes: Test of a Social Exchange Model. *Journal of Organizational Behavior* 23(3): 267-286.
- Badan Penelitian dan Pengembangan Provinsi Jawa Timur. 2011. Pelayanan Kesehatan Masyarakat Miskin. Laporan Hasil Penelitian. Surabaya.
- Budiarto, W., N. M. Wibowo, E.W. Endarti, dan D. L. Panglipursari. 2007. *Penyusunan Model Pemenuhan Kebutuhan Dasar Bidang Kesehatan Keluarga Miskin Dan Prasejahtera Di Propinsi Jawa Timur*. Laporan Hasil Penelitian kerjasama Universitas Wijaya Putra dengan Badan Perencanaan Pembangunan Provinsi Jawa Timur.
- Colquitt, J.A. 2001. On The Dimensionality Of Organizational Justice: A Construct Validation Of A Measure. *Journal of Applied Psychology* 86(3):386-400.
- Dalinjong, P.A. dan A.S. Laar. 2012. The National Health Insurance Scheme: Perceptions And Experiences Of Health Careproviders And Clients In Two Districts Of Ghana. *Health Economic Review* 2(1): 2-13.
- Dayan, M., H.A.H. Al-Tamimi dan A.L. Elhadji. 2008. Perceived justice and customer loyalty in the retail banking sector in the UAE. *Journal of Financial Services Marketing* 12(4): 320-330
- del Rio-Lanza, A.B., R. Vazquez-Casielles, dan A.M. Diaz-Martin. 2009. Satisfaction With Service Recovery: Perceived Justice And Emotional Responses. *Journal of Business Research* 62(8): 775-781.
- Hicks, J.M., T.J. Page Jr., B.K. Behe, J.H. Dennis, R.T. Fernandez. 2005. Delighted Consumers Buy Again. *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior* 18: 94-104.

- Huang, J.H. dan C.Y. Lin. 2005. The Explanation Effects on Customer Perceived Justice, Satisfaction and Loyalty Improvement: An Exploratory Study. *The Journal of American Academy of Business*. 7 (2): 212-218.
- Holloway, B.B., S. Wang dan S.E. Beatty. 2009, Betrayal? Relationship quality implications in service recovery. *Journal of Services Marketing* 23(6): 385-96.
- Juliastutik. 2011. Model Pelayanan Kesehatan Masyarakat Miskin Perkotaan Berbasis *Altruis* di Kota Malang. *Humanity* 7(1): 28-43.
- Kwun, O. dan K.A. Alshare. 2007. The Impact of Fairness on User's Satisfaction with the IS Departement. *Academy of Information and Management Sciences Journal*. 10 (1):47-64.
- Lee, E.J. dan J.K. Park. 2010. Service Failures In Online Double Deviation Scenarios: Justice Theory Approach. *Managing Service Quality* 20(1): 46-69.
- Lind, A. dan T. Tyler. 1988. *The Social Psychology of Procedural Justice*. Plenum Press. New York.
- Mattila, A.S. 2006. The Power Of Explanations In Mitigating The Ill-Effects Of Service Failures. *Journal of Services Marketing* 20(7): 422-428.
- Mattila, A.S. dan D. Cranage. 2005. The Impact Of Choice On Fairness In The Context Of Service Recovery. *Journal of Services Marketing* 19(5):271-279.
- Maxham, J. G. dan R.G. Netemeyer. 2002. Modeling Customer Perceptions of Complaint Handling Over Time: The Effects of Perceived Justice on Satisfaction and Intent. *Journal of Retailing* 78(4): 239-252.
- Nikbin, D., H. Armesh, A. Heydari, dan M. Jalalkamali. 2010. The Effect of Perceived Justice in Service Recovery on Firm Reputation and Repurchase Intention in Airline Industry. *African Journal of Business Management* 5(23): 9814-9822.
- Nikbin, D., I. Ishak, M. Malliga, dan J. Mohammad. 2010. Perceived Justice in Service Recovery and Recovery Satisfaction: The Moderating Role of Corporate Image. *International Journal of Marketing Studies* 2(2): 47-56.
- Nikbin, D., I. Ismail, M. Marimuthu, dan H. Armesh. 2012. Perceived Justice in Service Recovery and Switching Intention. *Management Research Review* 35(3/4): 309-325.
- Nurhasim, M. 2009. *Utilisasi, Pelayanan dan Jaminan Kesehatan Penduduk Miskin "The Unreach" di Kota Bandung*. Makalah Seminar Akhir Penelitian Program Riset Kompetitif LIPI Bidang

VII Sub Program Desember 2009. "Critical and Strategic Social Issues". Jakarta.

- Parasuraman, A., VA. Zeithaml dan LL. Berry. 1988. SERVQUAL: a Multiple-item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing* 64(1): 12-40.
- Palmer, A., R. Beggs dan C. Keown-McMullan. 2000. Equity and Repurchase Intention Following Service Failure. *Journal of Services Marketing* 6: 513-528.
- Sparks, B.N. dan J.R. McColl-Kennedy. 2001. Justice Strategy Options For Increased Customer Satisfaction In A Services Recovery Setting. *Journal of Business Research* 54(3): 209-218.
- Spreng, R.A., S.B. MacKenzie, dan R.W. Olshavsky. 1996. A reexamination of the determinants of consumer satisfaction. *Journal of Marketing* 60: 15-32.
- Tax, S.T., S.W. Brown dan M. Chandrashekar. 1998. Customer Evaluations of Service Complaint Experiences: Implications for Relationship Marketing. *Journal of Marketing* 62(1): 60-76.
- Ting, C. dan T. Yu. 2010. Modeling Patient Perceptions of Service Recovery: The Effects of Perceived Fairness on Health Center Repatronage. *Social Behavior and Personality* 38(3): 395-403.
- Tomar, A. dan A. Dhiman. 2013. Exploring the Role of HRM in Service Delivery in Healthcare Organizations: A Study of an Indian Hospital. *Vikalpa* 38(2): 21-39.
- Whiteman, G. dan K. Mamen. 2002. Examining Justice and Conflict Between Mining Companies and Indigenous Peoples: Cerro Colorado and the Ngabe-Bugle in Panama. *Journal of Business and Management* 8(3): 293-330.
- Wang, J. 2008. The Relationships Between Perceived Justice and Consumers' Behavioral Intentions after Service Complaint Handling and the Role of Anger, *The Business Review* 10 (1): 218-222.
- Wibowo, N.M. 2013. Strategi Pengembangan Pelayanan Rawat Inap Puskesmas Berbasis *Service Delivery System*. *Jurnal Ekonomi dan Keuangan* 17(3): 337-356.
- Yang, H. dan K. Chang. 2011. A Comparison of Service Experience on Repatronage Intention Between Department Stores and Hypermarkets in Taiwan. *African Journal of Business Management* 5(19): 7818-7827.