

ABSTRACT

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**“Analysis of Physical Performance of Post-Occupancy Evaluation Wards of
RSI Ibnu Sina Yarsi Payakumbuh and Its Relation to User Satisfaction And
Loyalty”**

Paradigm shift of hospital as a health care institution not just a building that offers health care services but also offers beauty, convenience and completeness of the facilities on the physical design of the environment as part of the health service itself. Discrepancy between the expectations of patients as users of the building with the physical performance of buildings can lead to disappointment that affect the level of user satisfaction and loyalty. To determine the level of performance and user expectations of the physical environment can be performed with the hospital Post-Occupancy Evaluation. RSI Ibnu Sina Yarsi Payakumbuh plans to add space services, including wards. This plan could cause problems if it is not backed up with a good marketing strategy plan. Data in 2012 and 2013 still shows the performance inefficiencies hospitalization with achievement of the BOR in 2012 to 57.2% and 64.4% in 2013. Study was conducted to look at the problems that occur in the physical performance of inpatient building and see the extent to which the level of satisfaction and building user loyalty arising from the performance of the buildings.

This study is an analytic survey with cross sectional method that combines qualitative and quantitative approaches. The population is all inpatients treated in the RSI Yarsi Payakumbuh on all classes of wards during the study with a large sample of 173 people. POE research results in the form of measurement and other building data than applicable standards and building performance analysis of factors that influence the level of satisfaction conducted by Importance-Performance Analysis (IPA) is shown in the Importance-Performance Matrix (Cartesian diagram). Hypothesis testing is done with the statistical analysis of univariate and bivariate form of frequency distribution and correlation analysis and multivariate multiple linear regression analysis using SPSS for Windows version 17.0.

Results showed that there is a relationship between physical performance wards to building user satisfaction levels ($r = 0.602$, $p = 0.0005$) and user loyalty ($r = 0.334$, $p = 0.0005$), but there is no relationship between the level of satisfaction building users with user loyalty, even if there is a weak relationship ($r = 0.075$, $p = 0.343$). The level of user satisfaction is most influenced by the availability of indoor facilities, followed by the size and comfort of the chair and the room noise level is low. Based on these results have been prepared in a recommendation to improve performance in the future wards.

Keywords: Post-Occupancy Evaluation, Satisfaction, Loyalty, In patients wards, Hospital.

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