

# **ANALISIS PENGARUH SISTEM INFORMASI MANAJEMEN RUMAH SAKIT TERHADAP KUALITAS PELAYANAN DAN EFISIENSI OPERASIONAL RUMAH SAKIT UMUM DAERAH KOTA MATARAM**

## **ABSTRAK**

Pentingnya implementasi Sistem Informasi Manajemen Rumah Sakit (SIMRS) dalam meningkatkan kualitas pelayanan dan efisiensi operasional di Rumah Sakit Umum Daerah Kota Mataram. Dengan berkembangnya teknologi informasi, pemanfaatan SIMRS diharapkan mampu mendukung proses administrasi, komunikasi antar-departemen, serta pengelolaan sumber daya yang lebih efektif dan efisien. Penelitian ini bertujuan untuk menganalisis pengaruh implementasi SIMRS terhadap kualitas pelayanan yang meliputi aspek bukti langsung (*tangibles*), kehandalan (*reliability*), daya tanggap (*responsiveness*), jaminan (*assurance*), empati (*empathy*), dan efisiensi operasional rumah sakit.

Metode penelitian menggunakan pendekatan kuantitatif dengan teknik total sampling terhadap 65 petugas di RSUD Kota Mataram yang rutin menggunakan SIMRS. Data dikumpulkan melalui kuesioner skala Likert dan dianalisis menggunakan uji validitas, uji reliabilitas, regresi linear sederhana, serta uji asumsi klasik (normalitas dan heteroskedastisitas).

Hasil penelitian menunjukkan bahwa implementasi SIMRS berpengaruh signifikan terhadap semua variabel kualitas pelayanan dan efisiensi operasional, dengan nilai signifikansi  $< 0,05$  serta nilai  $t_{hitung} > t_{tabel}$ . Koefisien regresi positif menunjukkan bahwa semakin baik implementasi SIMRS, maka semakin tinggi kualitas pelayanan dan efisiensi operasional rumah sakit.

Implementasi SIMRS memberikan kontribusi positif dan signifikan terhadap peningkatan kualitas pelayanan dan efisiensi operasional di RSUD Kota Mataram sehingga sistem ini sangat penting untuk terus dikembangkan dan dioptimalkan.

**Kata Kunci:** SIMRS, Kualitas Pelayanan, Efisiensi Operasional

***ANALYSIS OF THE IMPACT OF HOSPITAL MANAGEMENT  
INFORMATION SYSTEMS ON SERVICE QUALITY AND  
OPERATIONAL EFFICIENCY AT THE MATARAM CITY  
REGIONAL GENERAL HOSPITAL***

***ABSTRACT***

*The importance of Hospital Management Information System (SIMRS) implementation in improving service quality and operational efficiency at Mataram City Regional General Hospital. With the advancement of information technology, the use of SIMRS is expected to support administrative processes, interdepartmental communication, and more effective and efficient resource management. This study aims to analyze the impact of SIMRS implementation on service quality which includes the aspects of tangibles, reliability, responsiveness, assurance, empathy, and hospital operational efficiency.*

*The research method uses a quantitative approach with a total sampling technique involving 65 staff members at the Mataram City Hospital who regularly use SIMRS. Data were collected through a Likert-scale questionnaire and analyzed using validity test, reliability test, simple linear regression, and classical assumption test (normality and heteroscedasticity).*

*The results shows that SIMRS implementation has a significant effect on all service quality and operational efficiency variables, with significance value  $< 0.05$  and t-count values  $> t$ -table values. The positive regression coefficient indicate that the better the implementation of SIMRS, the higher the hospital's service quality and operational efficiency.*

*The implementation of SIMRS contributes positively and significantly to improving service quality and operational efficiency at the Mataram City Hospital, highlighting the importance of its continued development and optimization.*

***Keywords:*** SIMRS, Service Quality, Operational Efficiency