

ABSTRACT

DESCRIPTION OF NURSES' BEHAVIOR IN PROVIDING SERVICE EXCELLENCE IN THE INPATIENT WARD AT PRIVATE HOSPITAL SURABAYA

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Nurses were required to be more capable of managing and providing high-quality service excellence in healthcare services at hospitals that prioritized customer care. The phenomenon at the hospital, taken from customer care data, showed that patients reported that nurses were not friendly, communicative, and responsive when patients needed care. The purpose of this research was to identify the nurses' behavior in providing service excellence in the inpatient ward at private Hospital Surabaya. The research design used was descriptive with an accessible population of 90 nurses and a sample size of 73 nurses in the inpatient ward at private Hospital Surabaya from 20-28 April 2024, who met the inclusion criteria and were selected using proportional random sampling. The variable in this research was the nurses' behavior in providing service excellence. The research instrument used was a questionnaire, which was then analyzed using descriptive statistical proportion percentages. The results of the research showed that the behavior in providing service excellence was good in 46 respondents (63.0%), fair in 22 respondents (30.1%), and poor in 5 respondents (6.9). Based on the findings of this research, the researchers suggest enhancing nurses' behaviors in delivering service excellence by providing feedback to the nursing staff and the Education and Training department of private hospitals in Surabaya to organize regular training or seminars on service excellence. This initiative aims to improve the quality of the hospital.

Keywords: *Behavior, service, excellence.*

ABSTRAK

GAMBARAN PERILAKU PERAWAT DALAM MELAKUKAN SERVICE EXCELLENCE DI RUANG RAWAT INAP RS SWASTA SURABAYA

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Perawat dituntut untuk lebih mampu mengatasi dan memberikan *service excellence* yang berkualitas dalam pelayanan kesehatan di Rumah Sakit yang mengutamakan kepedulian terhadap pelanggan. Fenomena di Rumah Sakit [yang di ambil dari data di customer care di dapatkan bahwa pasien mengatakan sikap perawat dalam memberikan pelayanan keperawatan kepada pasien tidak ramah, kurang komunikatif dan tidak tanggap saat pasien membutuhkan.](#) Tujuan dari penelitian ini adalah mengidentifikasi gambaran perilaku perawat dalam melakukan *service excellence* di ruang rawat inap di RS swasta Surabaya. Desain penelitian yang digunakan adalah deskriptif dengan populasi terjangkau 90 perawat dan jumlah sampel 73 perawat di ruang rawat inap Rumah Sakit swasta Surabaya pada tanggal 20-28 April 2024 yang memenuhi kriteria inklusi dan diambil menggunakan *proportional random sampling*. Variabel dalam penelitian ini adalah Perilaku perawat dalam melakukan *service excellence*. Instrumen penelitian menggunakan lembar kuesioner yang diambil dari penelitian Haryati kemudian dianalisa statistik deskriptif proporsi prosentase. Hasil penelitian untuk perilaku dalam melakukan *service excellence* dengan kategori baik sebanyak 46 responden (63,0%), cukup sebanyak 22 responden (30,1%) dan kurang sebanyak 5 responden (6,9%). Berdasarkan hasil penelitian ini, peneliti menyarankan untuk dapat meningkatkan perilaku perawat dalam memberikan *service excellence* yaitu memberikan masukan terhadap staf keperawatan dan bagian Pendidikan dan Pelatihan di RS swasta Surabaya untuk mengadakan pelatihan atau seminar tentang *service excellence* secara berkala untuk meningkatkan mutu dari Rumah Sakit.

Kata Kunci: Perilaku, *service*, *excellence*.