

ABSTRAK

RSU Kaliwates menghadapi tantangan transformasi digital untuk meningkatkan kepuasan pasien di tengah meningkatnya kunjungan poliklinik dan tuntutan pelayanan cepat. Penelitian ini bertujuan menganalisis pengaruh digitalisasi sistem informasi manajemen rumah sakit (SIMRS) dan modernisasi teknologi informasi terhadap kepuasan pasien dengan kualitas pelayanan digital sebagai variabel intervening, serta menilai pengaruh pengembangan kepemimpinan terhadap kinerja pegawai melalui mediasi yang sama. Penelitian menggunakan pendekatan kuantitatif dengan desain *explanatory*, melibatkan 160 pasien sebagai sampel non-probability dan seluruh pegawai sebagai sampel jenuh. Data diperoleh dari kuesioner tervalidasi dengan reliabilitas dan dianalisis menggunakan *Structural Equation Modeling* (SEM) berbasis SmartPLS. Hasil menunjukkan bahwa digitalisasi SIMRS berpengaruh positif terhadap kepuasan pasien melalui peningkatan integrasi data dan otomatisasi proses layanan, sementara modernisasi teknologi informasi berpengaruh melalui penguatan infrastruktur digital seperti Wi-Fi, RME, dan *telemedicine*. Kualitas pelayanan digital, yang mencakup dimensi efisiensi, privasi, dan ketepatan layanan, berperan sebagai variabel mediasi antara digitalisasi dan kepuasan pasien. Selain itu, pengembangan kepemimpinan berpengaruh positif terhadap kinerja pegawai melalui efisiensi aplikasi dan ketepatan respons staf digital dengan efek mediasi parsial kategori moderat. Temuan ini memperkuat teori *Technology Acceptance Model* (TAM) dan *Service-Dominant Logic* (SDL) dalam konteks rumah sakit di Jawa Timur serta merekomendasikan pembentukan *Digital Service Excellence Center* terintegrasi dengan program Satu Sehat untuk mengoptimalkan *patient experience* di era digital.

Kata kunci: digitalisasi SIMRS, modernisasi TI, kualitas pelayanan digital, kepuasan pasien

ABSTRAK

RSU Kaliwates faces the challenge of digital transformation to improve patient satisfaction amid increasing polyclinic visits and demand for fast services. This study aims to analyze the influence of digitization of hospital management information systems (SIMRS) and modernization of information technology on patient satisfaction with the quality of digital services as an intervening variable, and assess the influence of leadership development on employee performance through the same mediation. The study used a quantitative approach with an explanatory design, involving 160 patients as a non-probability sample and all employees as a saturated sample. Data was obtained from a questionnaire validated with reliability and analyzed using SmartPLS-based Structural Equation Modeling (SEM). The results show that the digitization of SIMRS has a positive effect on patient satisfaction through increased data integration and automation of service processes, while the modernization of information technology has an effect through the strengthening of digital infrastructure such as Wi-Fi, RME, and telemedicine. Digital service quality, which includes the dimensions of efficiency, privacy, and service accuracy, acts as a mediating variable between digitalization and patient satisfaction. In addition, leadership development has a positive effect on employee performance through application efficiency and accuracy of digital staff responses with a moderate partial mediation effect. These findings strengthen the theory of Technology Acceptance Model (TAM) and Service-Dominant Logic (SDL) in the context of hospitals in East Java and recommend the establishment of a Digital Service Excellence Center integrated with the Satu Sehat program to optimize patient experience in the digital era.

Keywords: digitization of SIMRS, IT modernization, quality of digital services, patient satisfaction