

ABSTRAK

Latar Belakang: Penerapan Sistem Informasi Manajemen Rumah Sakit (SIMRS) menjadi solusi strategis untuk meningkatkan efisiensi operasional, akurasi pengelolaan data, dan kualitas pelayanan kesehatan. Dari perspektif manajemen, penggunaan SIMRS diharapkan mampu meningkatkan efisiensi operasional rumah sakit, yang perlu dibuktikan dengan pendekatan analisis cost-benefit.

Tujuan: Penelitian ini bertujuan untuk menunjukkan manfaat ekonomi dari penyelenggaraan SIMRS. Selain itu manfaat intangible dieksplorasi sebagai konsekuensi positif dari penggunaan SIMRS.

Metode: Pendekatan studi kasus eksplanatori dengan desain kasus tunggal terpancang dilakukan di Rumah Sakit Medical Mandiri Pacitan. Analisa biaya penyelenggaraan SIMRS dikumpulkan dari dokumen keuangan selama 5 tahun berturut-turut. Analisa benefit atau manfaat ekonomi dihitung berdasarkan estimasi yang mengacu pada beberapa studi yang pernah dilakukan sebelumnya. *Cost-Benefit Analysis* (CBA) per tahun dinilai untuk menghitung rasio manfaat terhadap biaya. Wawancara mendalam pada *purposive* responden dilakukan untuk mendukung temuan manfaat *tangible* maupun *intangibile* terhadap penggunaan SIMRS.

Hasil dan Pembahasan: Hasil penelitian menunjukkan total biaya penerapan SIMRS dari 2020 hingga 2024 sebesar Rp 686.200.552 yang terdiri dari biaya *procurement cost*, *start up cost*, *project related cost* dan *ongoing cost*. Sementara estimasi manfaat ekonomi atau tangible diperoleh dari *cost-avoidence*, *productivity improvement*, pengurangan biaya SDM, peningkatan produktivitas pelayanan di rumah sakit, optimalisasi klaim, pengurangan kesalahan atau redundansi penggunaan sumber daya rumah sakit, dan peningkatan jumlah pengunjung rumah sakit. Hasil analisis biaya manfaat menunjukkan adanya selisih positif antara biaya dan manfaat *tangible* setelah implementasi SIMRS selama 5 tahun. Selain itu terdapat juga manfaat *intangibile* berupa percepatan analisa data, pengurangan kesalahan, kemudahan integrasi dengan sistem lain, peningkatan reputasi rumah sakit dan kepuasan pengguna.

Kesimpulan: Penerapan SIMRS memberikan dampak positif terhadap efisiensi operasional dan kualitas pelayanan rumah sakit jika dilakukan secara konsisten. Optimalisasi teknologi digital, khususnya pada fitur *back office*, serta pelatihan berkelanjutan dan evaluasi rutin diperlukan untuk memaksimalkan manfaatnya.

Kata Kunci: Sistem Informasi Manajemen Rumah Sakit (SIMRS), *Cost-Benefit Analysis*, Efisiensi Operasional, *Return on Investment*

ABSTRACT

Background: The implementation of the Hospital Management Information System (HMIS) serves as a strategic solution to enhance operational efficiency, data management accuracy, and the quality of healthcare services. From a management perspective, the use of HMIS is expected to improve hospital operational efficiency, which needs to be validated through a cost-benefit analysis approach.

Objectives: This study aims to demonstrate the economic benefits of implementing HMIS. Additionally, intangible benefits are explored as positive consequences of HMIS usage.

Methods: An explanatory case study approach with a single embedded case design was conducted at Medical Mandiri Pacitan Hospital. HMIS implementation costs were analyzed using financial documents from five consecutive years. Economic benefits were estimated based on prior studies. Annual Cost-Benefit Analysis (CBA) was conducted to calculate the benefit-to-cost ratio. In-depth interviews with purposive respondents were carried out to support findings on tangible and intangible benefits of HMIS usage.

Results and Discussion: The study revealed that the total cost of implementing HMIS from 2020 to 2024 was IDR 686,200,552, encompassing procurement costs, startup costs, project-related costs, and ongoing costs. The estimated tangible economic benefits were derived from cost avoidance, productivity improvement, reduced HR costs, enhanced hospital service productivity, optimized claims, reduced errors or redundancy in resource utilization, and an increase in hospital visitors. The cost-benefit analysis from the estimated tangible benefits 2020 to 2024 showed that there is a positive difference after 5 years of implementation. Intangible benefits included faster data analysis, reduced errors, easier integration with other systems, improved hospital reputation, and enhanced user satisfaction.

Conclusion: The implementation of HMIS positively impacts hospital operational efficiency and service quality when consistently applied. Optimizing digital technology, particularly in back-office features, along with continuous training and regular evaluations, is essential to maximize its benefits.

Keywords: Hospital Management Information System (HMIS), Cost-Benefit Analysis, Operational Efficiency, Return on Investment

Conclusion: The implementation of HMIS has positively impacted the operational efficiency and service quality of the hospital. To maximize its benefits, system optimization particularly in back office features along with continuous training and regular evaluations, is recommended.

Keywords: Hospital Management Information System (HMIS), Cost-Benefit Analysis, Operational Efficiency, Return on Investment