

## INTISARI

Penelitian ini mengevaluasi Inovasi Kebijakan digitalisasi layanan melalui implementasi Sistem Informasi Manajemen Rumah Sakit (SIMRS) di RSU Kota Tarakan, sebuah fasilitas di wilayah 3T. SIMRS diimplementasikan sebagai strategi adaptif untuk meningkatkan efisiensi dan mutu layanan di tengah keterbatasan infrastruktur dan SDM. Metode SERVQUAL digunakan sebagai proksi empiris untuk mengukur dampak *output* kebijakan ini melalui persepsi pasien terhadap kualitas layanan.

Menggunakan PLS-SEM *Higher-Order Construct* (HOC), ditemukan bahwa Kualitas Layanan secara kolektif berpengaruh signifikan terhadap Kepuasan Pasien. Secara individual, dimensi Reliability (Keandalan) adalah prediktor tunggal yang paling signifikan.

Temuan ini mengindikasikan bahwa inovasi kebijakan belum sepenuhnya efektif karena menghasilkan Paradoks Layanan Digital; ketidakandalan sistem justru menghambat *Responsiveness*. Di konteks 3T, sumber daya manusia (*Empathy* dan *Assurance* staf) menjadi penopang vital untuk menutupi kelemahan sistem digital. Keberhasilan inovasi ke depan mensyaratkan perbaikan fundamental pada keandalan sistem dan penguatan kompetensi SDM secara paralel.

**Kata Kunci:** Inovasi Kebijakan, SIMRS, SERVQUAL, Reliability, Wilayah 3T.

## ABSTRACT

*This research evaluates the Policy Innovation of service digitalization through the implementation of the Hospital Management Information System (SIMRS) at Tarakan City General Hospital (RSU Kota Tarakan), a facility located in a 3T region (Frontier, Outermost, and Least Developed). SIMRS was implemented as an adaptive strategy to enhance operational efficiency and service quality amidst existing infrastructure and human resource constraints. The SERVQUAL method is used as an empirical proxy to measure the impact and outcome of this policy, gauged by patient perceptions of service quality.*

*Using the Partial Least Squares Structural Equation Modeling (PLS-SEM) Higher-Order Construct (HOC) approach, the study found that Service Quality (as a composite second-order construct) significantly impacts Patient Satisfaction. Individually, the Reliability dimension emerged as the single most significant predictor.*

*This critical finding indicates that the policy innovation is not yet fully effective as it generates a Digital Service Paradox; the system's unreliability hinders Responsiveness. Within the 3T context, the research reveals that infrastructural limitations are supported by Humanware: the staff's Empathy and Assurance are vital assets in maintaining patient satisfaction amid digital system weaknesses. The success of future innovation necessitates fundamental parallel improvements in both system reliability and strengthening human resource competence.*

*Keywords: Policy Innovation, SIMRS, SERVQUAL, Reliability, 3T Region.*