ABSTRACT

The hospital is one of the industry engaged in services. Health care industry such as hospitals every day dealing directly with the public. The development of the hospital industry continues to increase from year to year. This development can not be separated from the fact that as a health product will never be separated from its function as the primary needs that expected to be provided as affordable by the hospital. On the other hand, hospitals, especially private hospitals, has another function as a company that is optimal benefit.

One supporter that influence the success of a hospital is the management of the system. Whether or not the system will affect the profit or profit hospitals. The number of visitors will affect the income of the hospital. The number of visitors is certainly erratic every day. There that daily poly visited the patient, but there are also poly rarely visited patients. Crowded or not the patient is affected by several factors such as quality of service, cost of inspection, the hospital environment, and others. The patient as a customer would want to get a satisfactory service by issuing a minimum cost. From the point of view of the hospital, the hospital will want to increase profits because the profit is one measure of the success of an industry business. To increase profits, the hospital also must improve its services. Hospital as a company engaged in social services also need to increase their income in order to provide a good service and satisfying. Without an increase in the hospital service as a company will not compete with other hospitals, considering the increasing number of private hospitals that have sprung up in recent years.

The problem studied in this research is to develop a simulation model that can give an idea about the management of a hospital outpatient department based on current conditions as well as how to design policy scenarios that can increase revenue outpatient unit RSI Jemursari Surabaya. Simulation of dynamic systems chosen as an experimental tool that makes it easy to design, analyze and operate the system and observe the changes of the time. This research is expected to provide advice on policy alternatives that can be taken by the hospital to increase revenue in the outpatient unit.

**Keywords:** outpatient unit, modeling and simulation, revenue, dynamic system.
“Halaman ini sengaja dikosongkan.”