

INTI SARI

Penelitian ini bertujuan untuk membuktikan adanya pengaruh *Service Quality* dan *Satisfaction* terhadap *Loyalty* pada pasien di Rumah Sakit Bina Sehat dan Rumah Sakit Umum Kaliwates di Jember. Jenis penelitian yang digunakan adalah *basic research* dengan tujuan *causal* dan pendekatan penelitian kuantitatif. Penelitian ini menggunakan pendekatan purposive sampling yang merupakan teknik pengambilan sampel berdasarkan karakteristik yang telah ditetapkan. Adapun karakteristik kontrol yang ditetapkan adalah responden yang pernah melakukan pengobatan rawat inap di salah satu rumah sakit swasta di Jember, yaitu RS Bina Sehat atau RSU Kaliwates selama tiga bulan terakhir. Responden yang digunakan dalam penelitian ini berjumlah 160 orang. Analisis dalam penelitian ini adalah SEM (*Structural Equation Modelling*) dan kemudian diolah dengan menggunakan *software* SPSS versi 18.0 *for windows* dan juga AMOS versi 22.0 *for windows* yang digunakan untuk pengujian *Measurement Model* dan *Structural Model*.

Hasil penelitian ini menunjukkan bahwa *quality of object* tidak berpengaruh positif signifikan terhadap *satisfaction*, *quality of process* tidak berpengaruh positif signifikan terhadap *satisfaction*, *quality of infrastructure* berpengaruh positif signifikan terhadap *satisfaction*, *quality of interaction* berpengaruh positif signifikan terhadap *satisfaction*, *quality of atmosphere* tidak berpengaruh positif signifikan terhadap *satisfaction* dan *satisfaction* berpengaruh positif signifikan terhadap *loyalty*.

Kata kunci : *service quality, quality of infrastructure, quality of interaction, satisfaction, loyalty*.

ABSTRACT

The purpose of this research aims to prove the influence of Service Quality and Satisfaction to Loyalty of Bina Sehat and Kaliwates Hospital's patients in Jember. The type of this research is basic research with causal purpose and quantitative approach. This study using purposive sampling approach, which is a sampling technique based on control characteristic in accordance with respondents characteristic that the researcher want, and after that quota are determine in order to fulfill minimum requirement to excute the analysis. As for the characteristics of the control set are respondends were taken from patients who treated in one of two private hospitals in Jember, such as RS. Bina Sehat or RSU. Kaliwates in the last 3 month. Respondents that used on this study are 160 peoples. The analysis that used on this study is SEM (Structural Equation Modeling), and then processed using SPSS version 18.0 and AMOS version 22.0 software for measurement model and structural model examination.

The results of this study found that quality of object has no influence on satisfaction, quality of process has no influence on satisfaction, quality of atmosphere has no influence on satisfaction, quality of infrastructure has a positive and significant effect on satisfaction, quality of interaction has a positive and significant effect on satisfaction and satisfaction has a positive and significant effect on loyalty.

Keywords: service quality, quality of infrastructure, quality of interaction, satisfaction, loyalty.