

FAKTOR-FAKTOR YANG MEMENGARUHI KEPUASAN DAN LOYALITAS PASIEN DI RSUD BOJONEGORO

Da'i Firman Syah

Jurusan Manajemen / Peminatan Manajemen Pemasaran

Dudi Anandya

Indarini

ABSTRAK

Penelitian ini tujuannya guna memahami faktor yang memengaruhi kepuasan dan loyalitas pasien di RSUD Bojonegoro. Teori yang dipakai dalam penelitian yaitu *Service Quality* menggunakan dimensi *Service Quality* yang dipergunakan yaitu *reliability*, *responsiveness*, *assurance*, *empathy* dan *tangibles*. Penelitian ini termasuk jenis *causal research* memakai pendekatan kuantitatif. Teknik pengambilan sampel yang dilaksanakan pada penelitian yaitu teknik *non-probability sampling* mempergunakan jenis *purposive sampling*. Target populasi yang dipergunakan dalam penelitian yaitu pasien yang pernah mempergunakan jasa perawatan kesehatan pada RSUD Bojonegoro minimal 3 kali dalam enam bulan terakhir, domisili di Bojonegoro, berusia minimal 17, pendidikan terakhir minimal SMA/Sederajat pernah berobat atau menjalani perawatan di RSUD Bojonegoro, mengetahui tentang RSUD Bojonegoro; bersedia mengisi kuesioner. Sampel yang dipergunakan pada penelitian sejumlah 105 responden. Penelitian mempergunakan analisis *SEM* mempergunakan *software* SPSS 24.0 serta AMOS 22,0 guna melakukan uji pada model struktural maupun model pengukuran. Hasil dalam penelitian membuktikan *reliability*, *assurance*, *empathy* berpengaruh positif terhadap *patient satisfaction*. Namun, *responsiveness* serta *tangibles* ditemukan tidak memberi pengaruh pada *patient satisfaction*. Untuk *patient satisfaction* berpengaruh positif terhadap *patient loyalty*.

Kata kunci : *Service Quality*, *Patient Satisfaction*, *Patient Loyalty*.

FACTORS AFFECTING PATIENT SATISFACTION AND LOYALTY IN RSUD BOJONEGORO

Da'i Firman Syah

Department of Management / Specialization in Marketing Management

Dudi Anandya

Indarini

ABSTRACT

This study aims to determine and analyze the factors that influence patient satisfaction for treatment at Bojonegoro Hospital. The theory used in this research is Service Quality with Serqual dimensions used, namely reliability, responsiveness, assurance, empathy and tangibles. The sampling technique used in this research is a non-probability sampling with a purposive sampling type. The target population used in this study were patients who had used health care services at the Bojonegoro Hospital at least 3 times in the last 6 months, domiciled in Bojonegoro, aged at least 17, had a minimum education of high school/equivalent, had received treatment or underwent treatment at Bojonegoro Hospital, knew about RSUD Bojonegoro; willing to fill out the questionnaire. The sample used in this research were 105 respondents. This research uses SEM (Structural Equation Modeling) analysis using SPSS 24.0 and AMOS 22,0 software to test the measurement model and structural model. The results in this research indicate that reliability, assurance, empathy have a positive and significant effect on patient satisfaction. However, the effect of responsiveness and tangibles on patient satisfaction is not found. For patient satisfaction has a significant positive effect on patient loyalty.

Keywords : Service Quality, Patient Satisfaction, Patient Loyalty.