

HUBUNGAN KUALITAS PELAYANAN DAN KEPUASAN PASIEN TERHADAP LOYALITAS PASIEN DI INSTALASI RAWAT JALAN RUMAH SAKIT CITRA ARAFIQ DEPOK TAHUN 2024

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Abstrak

Ketidakpuasan sering disebabkan oleh layanan yang kurang memuaskan atau menurunnya kualitas layanan. Rumah sakit harus meningkatkan kompetensi, mengelola jumlah kunjungan, dan memperhatikan penilaian kepuasan untuk menarik minat masyarakat dengan memberikan layanan berkualitas terbaik. Dengan memberi pelayanan terbaik, rumah sakit dapat meningkatkan kepuasan dan loyalitas pasien. Tujuan penelitian menganalisis Hubungan Kualitas Pelayanan dan Kepuasan Pasien Terhadap Loyalitas Pasien di Instalasi Rawat Jalan Rumah Sakit Citra Arafiq Depok Tahun 2024. Penelitian menggunakan *cross-sectional* dengan sampel 110 pasien dengan *purposive sampling*. Pengumpulan data melalui kuesioner dengan uji *chi-square*. Hasil menunjukkan bahwa ada hubungan yang signifikan antara kualitas pelayanan yang meliputi dimensi keandalan ($p\text{-value}=0,000$), jaminan ($p\text{-value}=0,000$), daya tanggap ($p\text{-value}=0,000$), bukti fisik ($p\text{-value}=0,000$), dan empati ($p\text{-value}=0,000$) terhadap loyalitas pasien. Hasil juga menunjukkan terdapat hubungan yang signifikan antara kepuasan terhadap loyalitas pasien ($p\text{-value}=0,000$). Kesimpulannya terdapat hubungan signifikan antara kualitas pelayanan dimensi keandalan, daya tanggap, jaminan, bukti fisik, dan empati terhadap loyalitas pasien di Instalasi Rawat Jalan Rumah Sakit Citra Arafiq Depok. Serta ada hubungan signifikan antara kepuasan pasien terhadap loyalitas pasien di Instalasi Rawat Jalan Rumah Sakit Citra Arafiq Depok. Pihak rumah sakit diharapkan meningkatkan kualitas pelayanan serta memperhatikan kepuasan pasien melalui pengembangan evaluasi berkala, sehingga memenuhi kebutuhan dengan lebih baik dan membangun loyalitas.

Kata Kunci : Kualitas Pelayanan, Kepuasan, Loyalitas, Pasien

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Abstract

Dissatisfaction is often caused by unsatisfactory services or a decline in the quality of services from what is expected. With competition between hospitals, fluctuating visits, and patient satisfaction ratings, the challenge is how hospitals can efficiently attract public interest by providing the best quality services. Hospitals must deliver excellent services to enhance satisfaction and strengthen patient loyalty, ensuring that patients will return to the same hospital when experiencing health issues. This research aims to determine the relationship between service quality patient satisfaction and patient loyalty in the Outpatient Department of Citra Arafiq Hospital, Depok, in 2024. This research employs a cross-sectional design. The sample consists of 110 outpatients selected using purposive sampling. Data collection was conducted through questionnaires, and the statistical test used was the chi-square test. The analysis results show a significant relationship between service quality dimensions, including reliability (p-value=0.000), assurance (p-value=0.000), responsiveness (p-value=0.000), facilities (p-value=0.000), and empathy (p-value=0.000) and patient loyalty in the Outpatient Department of Citra Arafiq Hospital, Depok. The research also indicates a significant relationship between patient satisfaction and patient loyalty (p-value=0.000) in the Outpatient Department of Citra Arafiq Hospital, Depok. The research concludes that there is a significant relationship between the quality of service dimensions of reliability, responsiveness, assurance, tangibles, and empathy, and patient loyalty at the Outpatient Unit of Citra Arafiq Hospital in Depok. Additionally, there is a significant relationship between patient satisfaction and loyalty at the Outpatient Unit of Citra Arafiq Hospital in Depok. The hospital is advised to maintain and improve service quality and pay attention to outpatient satisfaction through regular development and evaluation, thereby better meeting outpatient needs and fostering patient loyalty.

Keywords: Service Quality, Satisfaction, Loyalty, Patient