

# ANALISIS HUBUNGAN DIMENSI MUTU PELAYANAN TERHADAP MINAT KUNJUNGAN ULANG PASIEN DI PELAYANAN RAWAT JALAN RS GRHA PERMATA IBU TAHUN 2024

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## Abstrak

Masyarakat menggunakan fasilitas kesehatan yang memiliki kemampuan pelayanan sesuai dengan kebutuhannya. Dalam memilih fasilitas kesehatan seperti rumah sakit, salah satu faktor yang menjadi pertimbangan yaitu mengenai mutu pelayanan kesehatan. Berdasarkan data RS Grha Permata Ibu Tahun 2019 hingga 2023 diketahui jumlah kunjungan pasien di pelayanan rawat jalan menurun yakni 147.001 pada tahun 2019 menjadi 139.721 pada tahun 2023. Penelitian dilakukan untuk mengetahui hubungan dimensi mutu pelayanan terhadap minat kunjungan ulang pasien di pelayanan rawat jalan RS Grha Permata Ibu. Penelitian kuantitatif dengan desain studi *cross-sectional*. Metode pengambilan sampel adalah teknik *probability sampling* dengan sampel yang digunakan 110 orang. Analisis yang digunakan adalah analisis univariat dan bivariat dengan menggunakan uji *chi-square*. Pada hasil didapatkan bahwa terdapat hubungan antara dimensi mutu pelayanan fasilitas (*tangibles*)  $p\text{-value}=0,004$ ; kehandalan (*reliability*)  $p\text{-value}=0,007$ ; daya tanggap (*responsiveness*)  $p\text{-value}=0,035$ ; empati (*empathy*)  $p\text{-value}=0,009$ ; dan jaminan (*assurance*)  $p\text{-value}=0,031$  terhadap minat kunjungan ulang pasien. Berdasarkan penelitian dapat disimpulkan bahwa kelima variabel memiliki hubungan dengan minat kunjungan ulang pasien di pelayanan rawat jalan RS Grha Permata Ibu tahun 2024. Diharapkan rumah sakit dapat meningkatkan mutu pelayanan sehingga meningkatkan minat kunjungan ulang pasien ke pelayanan rawat jalan.

**Kata Kunci:** Dimensi Mutu Pelayanan, Minat Kunjungan Ulang, Pasien Rawat Jalan

***ANALYSIS OF THE RELATIONSHIP BETWEEN THE  
DIMENSIONS OF SERVICE QUALITY AND THE INTEREST  
OF PATIENT RE-VISITS IN THE OUTPATIENT SERVICE OF  
GRHA PERMATA IBU HOSPITAL IN 2024***

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**Abstract**

People use health facilities that have service capabilities according to their needs. In choosing a health facility such as a hospital, one of the factors to be considered is the quality of health services. Based on data from Grha Permata Ibu Hospital from 2019 to 2023, it is known that the number of patient visits in outpatient services has decreased, namely 147.001 in 2019 to 139.721 in 2023. The study was conducted to determine the relationship between the dimensions of service quality and the interest of patient re-visits in the outpatient service of Grha Permata Ibu Hospital. Quantitative research with a cross-sectional study design. The sampling method was probability sampling technique with a sample of 110 people. The analysis used was univariate and bivariate analysis using the chi-square test. In the results obtained that there is a relationship between the dimensions of service quality facilities p-value = 0,004; reliability p-value = 0,007; responsiveness p-value = 0,035; empathy p-value = 0,009; and assurance p-value = 0,031 to the interest of patient re-visit. Based on the research, it can be concluded that the five variables have a relationship with the patient's interest in re-visiting the outpatient service of Grha Permata Ibu Hospital in 2024. It is expected that the hospital can improve the quality of service so as to increase the interest of patient re-visits to outpatient services.

**Keywords:** Dimensions of Service Quality, Interest in Repeat Visits, Outpatients