

PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS PASIEN DI POLIKLINIK RSUD MUARA TEWEH

Novita Adhariani, Sulastini, Khuzaini
Program Pascasarjana Prodi Magister Manajemen
Universitas Islam Muhammad Arsyad Al-Banjari
Novitaadha892@gmail.com

ABSTRAK

Novita Adhariani, NPM 19920001,2022, Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pasien Di Poliklinik Rsud Muara Teweh Kalimantan Tengah: Program Pascasarjana Magister Manajemen, Universitas Islam Kalimantan Arsyad Al Banjari Penelitian ini berjudul "Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pasien di Poliklinik RSUD Muara Teweh" di bawah pembimbingan pertama Sulastini dan pembimbing ke dua Khuzaini

Rumah sakit sebagai pusat pelayanan medis merupakan institusi vital dalam suatu masyarakat. Kehadiran sebuah rumah sakit merupakan tuntutan harapan di kala seseorang ditimpakemalangan berupa penyakit. Pada sebuah rumah sakit. masyarakat berharap agar musibah yang menimpanya dapat diobati. Oleh karena di Poliklinik RSUD Muara Teweh harus mampu memberikan pelayanan yang terbaik. sehingga pasien akan merasa puas dan menaruh kepercayaan (loyalitas) terhadap khususnya di Poliklinik RSUD Muara Teweh tersebut. Fokus pada dua permasalahan yaitu (1) Apakah terdapat pengaruh Kualitas Pelayanan secara parsial terhadap Loyalitas Pasien pada Poliklinik RSUD Muara Teweh, dan (2) Apakah terdapat pengaruh Kualitas Pelayanan secara simultan terhadap Loyalitas Pasien pada Poliklinik RSUD Muara Teweh.

Metode Penelitian ini menggunakan pendekatan kuantitatif. Jumlah sampel yang diambil sebanyak 64 responden dengan teknik Stratified Random Sampling. Teknik pengumpulan data menggunakan kuesioner (angket), sedangkan analisis data menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa terdapat pengaruh signifikan secara parsial bukti fisik (tangible), keandalan (reliability), cepat tanggap (responsiveness), jaminan (assurance), dan empati (emphaty) baik secara parsial dan simultan terhadap loyalitas pasien di Poliklinik RSUD Muara Teweh

Kata kunci: Keandalan, Responsivitas, Jaminan, Empati, Loyalitas Pasien

ABSTRACT

Novita Adhariani, NPM 19920001,2022, The Effect of Service Quality on Patient Loyalty at the Muara Teweh Hospital Polyclinic, Central Kalimantan: Postgraduate Masters of Management Program, Kalimantan Islamic University Arsyad Al Banjari. under the guidance of the first Sulastini and the second mentor Khuzaini

The hospital as a medical service center is a vital institution in a society. The presence of a hospital is a demand for hope when someone is struck by misfortune in the form of illness. At a hospital. people hope that the disaster that befell them can be cured. Because the Muara Teweh Hospital Polyclinic must be able to provide the best service. so that patients will feel satisfied and put their trust (loyalty) in particular at the Muara Teweh Hospital Polyclinic.

The focus is on two problems, namely (1) Is there a partial effect of Service Quality on Patient Loyalty at the Muara Teweh Hospital Polyclinic, and (2) Is there the simultaneous effect of Service Quality on Patient Loyalty at Muara Teweh Hospital Polyclinic.

This research method uses a quantitative approach. The number of samples taken was 64 respondents with Stratified Random Sampling technique. The data collection technique used a questionnaire (questionnaire), while the data analysis used multiple linear regression. The results showed that there was a partial and significant effect of tangible, reliability, responsiveness, assurance, and empathy both partially and simultaneously on patient loyalty at the Muara Teweh Hospital Polyclinic

Keywords: Reliability, Responsiveness, Assurance, Empathy, Patient Loyalty

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