

**PENGARUH KUALITAS PELAYANAN DAN TARIF
RUMAH SAKIT TERHADAP LOYALITAS PASIEN
DI POLIKLINIK RSUD dr. H. ANDI ABDURRAHMAN NOOR
TANAH BUMBU**

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ABSTRAK

Pengaruh Kualitas Pelayanan Dan Tarif Biaya Rumah Sakit Terhadap Loyalitas Pasien Di Poliklinik RSUD Dr. H. Andi Abdurrahman Noor Tanah Bumbu

Bidang kesehatan merupakan sektor pelayanan utama di berbagai negara karena memegang peranan vital dalam menjaga dan meningkatkan kesehatan masyarakat untuk mencapai tujuan suatu negara. Pelayanan yang prima menjadi tuntutan masyarakat, sejalan dengan peningkatan kebutuhan dan kesadaran dalam kehidupan bernegara sebagai imbas dari kemajuan teknologi. Kualitas yang tinggi merupakan tuntutan, tidak hanya dalam kegiatan bisnis tetapi juga dalam kegiatan kesehatan. Walaupun banyak faktor yang dapat mempengaruhi sikap dan keinginan pasien, tetapi persepsi pasien terhadap kualitas pelayanan memegang peranan yang paling penting serta tarif yang ditetapkan akan mempengaruhi loyalitas pasien untuk kembali menggunakan pelayanan kesehatan di RSUD Dr. H. Andi Abdurrahman Noor Tanah Bumbu.

Penelitian ini merupakan kategori penelitian kuantitatif *explanatory research*, dengan mengambil sampel sebanyak 67 orang sesuai dengan kriteria yang telah ditetapkan. Teknik analisis data pada penelitian ini menggunakan teknik analisis regresi linier berganda, analisis ini digunakan untuk mengetahui seberapa jauh pengaruh perubahan suatu variabel terhadap variabel lainnya.

Hasil penelitian menunjukkan bahwa kualitas pelayanan secara parsial berpengaruh signifikan terhadap loyalitas pasien Poliklinik. Tarif biaya secara parsial berpengaruh signifikan terhadap loyalitas pasien Poliklinik. Kedua variabel tersebut memiliki nilai t_{hitung} yang lebih besar dari nilai t_{tabel} , dan nilai signifikan yang lebih rendah dari standar alpha. Secara simultan kedua variabel tersebut berpengaruh signifikan terhadap loyalitas pasien Poliklinik RSUD Dr. H. Andi Abdurrahman Noor Tanah Bumbu.

Kata kunci: loyalitas pasien, kualitas pelayanan, tarif biaya

ABSTRACT

The Influence of Service Quality and Hospital Fee Rates on Patient Loyalty in Dr. H. Andi Abdurrahman Noor Tanah Bumbu

The health sector is the main service sector in various countries because it plays a vital role in maintaining and improving public health to achieve the goals of a country. Excellent service is the demand of society, in line with the increasing needs and awareness in state life as a result of technological advances. High quality is a demand, not only in business activities but also in health activities. Although many factors can influence the patient's attitude and desires, the patient's perception of the quality of service plays the most important role and the rate set will affect patient loyalty to return to using health services at Dr. H. Andi Abdurrahman Noor Tanah Bumbu.

This research is a category of quantitative explanatory research, by taking a sample of 67 people according to predetermined criteria. The data analysis technique in this study uses multiple linear regression analysis techniques, this analysis is used to determine how far the influence of changes in a variable has on other variables.

The results showed that the service quality partially had a significant effect on patient loyalty at the polyclinic. Cost rates partially have a significant effect on patient loyalty at the polyclinic. Both of these variables have a t-count value that is greater than the t-table value, and a significant value that is lower than the standard alpha. Simultaneously these two variables have a significant effect on patient loyalty Dr. H. Andi Abdurrahman Noor Tanah Bumbu.

Keywords: patient loyalty, service quality, cost rates

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