

INTISARI

Muslimah, Devi Halen. 2015. *Peran Mediasi Kepuasan dalam Pengaruh Kualitas Pelayanan terhadap Loyalitas Pasien Pengguna Asuransi Kesehatan Swasta*. Program Studi D-IV Analis Kesehatan, Fakultas Ilmu Kesehatan, Universitas Setia Budi Surakarta.

Loyalitas pelanggan memainkan peran penting dalam pengembangan organisasi. Penelitian ini bertujuan untuk mengkaji kembali tentang pembentukan loyalitas pasien pengguna asuransi kesehatan swasta terhadap rumah sakit menggunakan variabel kualitas layanan dan kepuasan.

Penelitian ini merupakan penelitian kuantitatif dengan metode survey dan menggunakan teknik *purposive sampling*. Sampel yang digunakan sebanyak 200 pasien rawat jalan pengguna asuransi kesehatan swasta Rumah Sakit PKU Muhammadiyah, Surakarta. Data yang diperoleh diolah menggunakan *Structural Equation Modeling* (SEM). Data dianalisis menggunakan software statistik AMOS 21.

Hasil penelitian menunjukkan bahwa kepuasan berpengaruh signifikan terhadap loyalitas pasien, kualitas pelayanan (*tangible, reliability, responsiveness, assurance, dan empathy*) berpengaruh signifikan terhadap kepuasan pasien, kepuasan pasien berpengaruh signifikan terhadap kualitas pelayanan dalam memperkuat loyalitas pasien.

Kata kunci: kualitas pelayanan, *tangible, reliability, responsiveness, assurance, empathy*, kepuasan, loyalitas.

ABSTRACT

Muslimah, Devi Halen, 2015. The Mediating Role of Satisfaction in the Effect of Service Quality on the Loyalty of Patients Using Private Health Insurance. Health analyst Graduate Study Program, Health Science Faculty, Surakarta Setia Budi University.

Customer loyalty plays an important role in development of organization. This research aimed to restudy the establishment of loyalty among the patients using private insurance to hospital using service quality and satisfaction variables.

This research was a quantitative research with survey method using purposive sampling technique. The sample used was 200 inpatients using private health insurance in PKU Muhammadiyah Hospital, Surakarta. The data obtained was processed using Structural Equation Modeling (SEM). The data was analyzed using AMOS 21 statistic software.

The result of research showed that satisfaction affected significantly the patient loyalty, service quality (tangible, reliability, responsiveness, assurance, and empathy) affected significantly the patient loyalty, and the patient satisfaction affected significantly the service quality in confirming the patient loyalty.

Keywords: service quality, tangible, reliability, responsiveness, assurance, empathy, satisfaction, loyalty.