

## INTISARI

**Khuluqiyah, E. M., 2015. Pengaruh Kualitas Pelayanan Jasa Kesehatan Terhadap Loyalitas Pasien Yang Dimoderasi Kepuasan Pasien Di Rumah Sakit Dr. Moewardi. Program Studi D-IV Analis Kesehatan, Fakultas Ilmu Kesehatan Universitas Setia Budi.**

Kualitas pelayanan rumah sakit adalah derajat kesempurnaan pelayanan rumah sakit untuk memenuhi kebutuhan masyarakat. Tujuan penelitian ini adalah untuk menguji pengaruh dimensi kualitas pelayanan jasa kesehatan (*reliability, tangibles responsiveness, assurance, dan emphaty*) terhadap loyalitas pasien di Rumah Sakit Dr. Moewardi dan menguji sejauh mana peran kepuasan pasien sebagai pemoderasi dalam menjelaskan pengaruh dimensi kualitas pelayanan jasa kesehatan (*reliability, tangibles, responsiveness, assurance, dan emphaty*) terhadap loyalitas pasien di Rumah Sakit Dr. Moewardi.

Penelitian ini menggunakan metode *survei*, dengan teknik *purposive sampling*. Sampel yang digunakan sebanyak 245 pasien dari populasi seluruh pasien yang melakukan pemeriksaan laboratorium di Rumah Sakit Dr. Moewardi pada bulan Mei 2015. Teknik pengumpulan data menggunakan kuesioner. Analisis data yang dilakukan berupa uji validitas, uji reliabilitas, uji asumsi klasik dan uji hipotesis.

Hasil penelitian dapat disimpulkan bahwa variabel dalam penelitian ini bersifat valid, reliabel, dan data terdistribusi normal. Berdasarkan hasil uji *t* pada uji regresi linear berganda menunjukkan kualitas pelayanan jasa kesehatan (*reliability* dan *responsiveness*) berpengaruh positif dan signifikan pada loyalitas pasien. Sedangkan (*tangibles, assurance, dan emphaty*) tidak berpengaruh positif dan signifikan pada loyalitas pasien. Uji moderator regresi analysis (MRA) kepuasan pasien tidak memoderasi kualitas pelayanan jasa kesehatan (*reliability, tangibles, responsiveness, dan assurance*) terhadap loyalitas pasien. Hanya satu dimensi yang berpengaruh positif dan signifikan yaitu *emphaty*.

Kata kunci : kualitas pelayanan jasa kesehatan, loyalitas, kepuasan

## ABSTRACT

**Khuluqiyah, E. M., 2015. The Effect of Health Quality Service toward Patient Loyalty Moderated by Patient Satisfaction at RSUD Dr. Moewardi. D-IV Health Analyst Study Program, Health Sciences Faculty, Setia Budi University.**

The quality of hospital services is the degree of hospital perfection of to meet the community needs. The purpose of this study was to examine the effect of health quality services (reliability, tangibles, responsiveness, assurance, and empathy) toward the loyalty of patients at RSUD Dr. Moewardi and examine the degree of patient satisfaction as a moderating role in explaining the effect of the dimensions of the quality of health services (reliability, tangibles, responsiveness, assurance, and empathy) to the loyalty of patients at RSUD Dr. Moewardi.

This study used a survey method with purposive sampling technique. The samples used were 245 patients from the whole population of patients undergoing laboratory tests at RSUD Dr. Moewardi in May 2015. The data collection technique was done by using a questionnaire. Data analysis was conducted in the form of validity test, reliability test, classic assumptions and hypothesis test.

It can be concluded that the variables in this study are valid, reliable, and normally distributed data. Based on the results of the t test on multiple linear regression test showed that the quality of health services (reliability and responsiveness) has positive and significant effect on the patient loyalty. Meanwhile (tangibles, assurance, and empathy) has no positive and significant effect on the patient loyalty. Regresion moderator test analysis (MRA) patient satisfaction did not moderate the ikuality of health services (reliability, tangibles, responsiveness, and assurance) on the patient loyalty. Only one dimension that has positive and significant effect, it is empathy.

Keywords: quality of health services, loyalty, satisfaction