

SARI

Romadhani, Putri Endah. 2015. Analisis Pengaruh Kualitas Pelayanan Yang Dipersepsikan Dan Kewajaran Tarif Perawatan Yang Dipersepsikan Pada Niat Melakukan Perawatan Kesehatan Ulang Yang Di Mediasi Kepuasan Pelanggan (Studi Kasus di Rumah Sakit PKU Muhammadiyah Surakarta). Skripsi. Program Studi S1 Manajemen. Fakultas Ekonomi. Universitas Setia Budi. Pembimbing I. Drs. Waluyo Budi Atmoko, MM. Pembimbing II. Dharwany M. Hasibuan, SE., MM.

Rumah sakit adalah institusi jasa yang kompleks sehingga memerlukan manajemen yang baik. Maka, Rumah Sakit dituntut menjaga kualitas pelayanan agar pelanggan puas dan berniat melakukan perawatan kesehatan ulang. Penelitian ini bertujuan menguji pengaruh kualitas pelayanan yang dipersepsikan dan kewajaran tarif yang dipersepsikan pada niat melakukan perawatan kesehatan ulang yang dimediasi kepuasan pelanggan di RS PKU Muhammadiyah Surakarta.

Populasi penelitian ini adalah pasien rawat jalan di RS PKU Muhammadiyah Surakarta. Teknik penyampelan adalah penyampelan *purposive* dengan ukuran 230 responden. Hipotesis diuji menggunakan *Structural Equation Modeling* (SEM).

Berdasarkan hasil analisis diambil kesimpulan: (1) tidak ada pengaruh signifikan Kualitas pelayanan yang dipersepsikan terhadap Kepuasan pelanggan. (2) ada pengaruh signifikan Kewajaran tarif yang dipersepsikan terhadap Kepuasan pelanggan. (3) tidak ada pengaruh signifikan Kepuasan pelanggan terhadap Niat melakukan perawatan kesehatan ulang. (4) ada pengaruh signifikan Kualitas pelayanan yang dipersepsikan terhadap Niat melakukan perawatan kesehatan ulang, (5) tidak ada pengaruh signifikan Kewajaran tarif yang dipersepsikan terhadap Niat melakukan perawatan kesehatan ulang, (6) Kepuasan pelanggan tidak memediasi Kualitas pelayanan yang dipersepsikan terhadap Niat melakukan perawatan kesehatan ulang, (7) Kepuasan pelanggan tidak memediasi kewajaran tarif yang dipersepsikan terhadap Niat melakukan perawatan kesehatan ulang.

Kata Kunci : Kualitas Pelayanan, Kewajaran Tarif, Kepuasan Pelanggan, Niat Melakukan Perawatan Kesehatan Ulang

ABSTRACT

Romadhani, Putri Endah. 2015. *Effect of perceived service quality and perceived price fairness delivered to intention to reuse of healthcare that is addressed by the consumer satisfaction in PKU Muhammadiyah Surakarta Hospital. The thesis of undergraduate program, Faculty of Economic, Setia Budi University. Counselor I Drs. Waluyo Budi Atmoko, M.M, Counselor II Dharwany M.Hasibuan, S.E., M.M.*

Hospital is service institutions that deal with several fields of complexity and therefore, they need a good hospital management system. For advancing itself, Hospitals is governed and maintain the service quality for attaining consumer satisfaction and make intention to reuse of healthcare. This research is intended to clarify and examine the significance of perceived service quality and perceived price fairness to intention to reuse of healthcare by addressing the consumer satisfaction in RS PKU Muhammadiyah Surakarta.

In the research the populations are hospital patiens in PKU Muhammadiyah Surakarta Hospital. Sampling technique is purposive sampling. Sample size taken in 230 respondents. Hypothesis is examined by Structural Equation Modeling (SEM).

Based on result of analysis can be summary as follows: (1) there is no significance influence of perceived service quality to consumer satisfaction. (2) there is significance influence of perceived price fairness to consumer satisfaction. (3) there is no significance influence consumer satisfaction to intention to reuse of healthcare. (4) there is significance influence perceived service quality to intention to reuse of healthcare. (5) there is no significance influence perceived price fairness to intention to reuse of healthcare, (6) there is consumer satisfaction can't addressed perceived service quality to intention to reuse of healthcare, (7) there is consumer satisfaction can't addressed perceived price fairness to intention to reuse of healthcare.

Keywords : Perceived Service Quality, Perceived Price Fairness, Consumer Satisfaction, Intention To Reuse Of Healthcare