

INTISARI

SATIGI, S.,S, PENGARUH KUALITAS PELAYANAN PADA LOYALITAS DAN *WORD OF MOUTH* (WOM) DENGAN KEPUASAN PASIEN SEBAGAI VARIABEL PEMEDIASI (Studi Kasus Pasien Rawat Inap di RSUD Poso Provinsi Sulawesi Tengah), TESIS, FAKULTAS FARMASI, UNIVERSITAS SETIA BUDI, SURAKARTA.

Rumah sakit dituntut untuk terus menerus meningkatkan kualitasnya dalam pelayanan kesehatan dengan tujuan menghasilkan pelayanan jasa kesehatan yang bermutu dan berkualitas. Peningkatan mutu dan kualitas pelayanan kesehatan ini akan membuat rumah sakit dapat bertahan menghadapi persaingan dimasa mendatang. Penelitian ini membahas hubungan antara kualitas pelayanan, kepuasan, loyalitas dan *word of mouth* pasien rawat inap di RSUD Poso Provinsi Sulawesi Tengah.

Penelitian ini merupakan penelitian analisis deskriptif observasional dengan rancangan *cross sectional*. Metode penentuan sampel secara *non random* jenis *cluster sampling*. Penelitian dilakukan dengan membagikan kuisioner kepada 115 responden, pengumpulan data sekunder tentang rumah sakit dan pengamatan secara langsung oleh peneliti. Data hasil penelitian diolah menggunakan analisis *Structural Equation Modelling* (SEM) dengan aplikasi *software Analysis Moment of Structure* (AMOS).

Hasil penelitian menunjukkan kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan, kualitas pelayanan positif dan signifikan terhadap loyalitas, kualitas pelayanan positif dan signifikan terhadap WOM, kualitas pelayanan positif dan signifikan terhadap loyalitas melalui kepuasan sebagai mediasi dan kualitas pelayanan positif dan signifikan terhadap *Word of Mouth* (WOM) melalui kepuasan sebagai mediasi pada pasien rawat inap di RSUD Poso.

Kata Kunci : kualitas pelayanan, kepuasan, loyalitas dan *word of mouth* (WOM)

ABSTRACT

SATIGI, S.,S, THE EFFECT OF SERVICE QUALITY ON LOYALTY AND WORDS OF MOUTH (WOM) WITH THE PATIENTS SATISFACTION AS MEDIATING VARIABLE (A Case Study on Inpatients in Poso Local General Hospital of Central Sulawesi), THESIS, FACULTY OF PHARMACY, SETIA BUDI UNIVERSITY, SURAKARTA.

The hospital is required to improve consistently its quality in health care service aiming to provide a high-quality and standardized health care service. This improvement of health service standard and quality will make the hospital survive in the future competition. This research addressed the relationship between service quality, satisfaction, loyalty and word of mouth in the inpatients of Poso Local General Hospital of Central Sulawesi.

This study was descriptive observational analysis with cross sectional design. The sample was taken using cluster sampling type of non-random sampling technique. The research was conducted by distributing questionnaire to 115 respondents; the collection of secondary data concerning the hospital and observation was conducted directly by the author. The data of research was processed using Structural Equation Modeling (SEM) analysis with Analysis Moment of Structure (AMOS) software application.

The result of research showed service quality affected positively and significantly the satisfaction, service quality affected positively and significantly the loyalty, service quality affected positively and significantly the WOM, service quality affected positively and significantly the loyalty with satisfaction as a mediating variable, and service quality affected positively and significantly the word of mouth (WOM) with satisfaction as a mediating variable in inpatients of Poso Local General Hospital.

Key Word : service quality, satisfaction, loyalty and words of mouth (WOM)