

## INTISARI

**Maulana,Affan. 2018. Faktor- Faktor Yang Berpengaruh Pada Niat Berobat Ulang di RSUD Sukoharjo. Program Studi DIV Analisis Kesehatan. Fakultas Ilmu Kesehatan. Universitas Setia Budi. Pembimbing I. Drs. Waluyo Budi Atmoko, MM. Pembimbing II. Finisha Mahaestri Noor B.Com.,M.PH.**

Penelitian ini bertujuan menguji kualitas pelayanan dan biaya berobat yang dimediasi oleh *word of mouth* terhadap niat berobat ulang di RSUD Sukoharjo. Kualitas pelayanan yang baik akan mendorong para pasien untuk merekomendasikan kepada teman, saudara atau kepada keluarganya untuk berobat di RSUD Sukoharjo tersebut. *Word of mouth* yang positif berdampak pada niat berobat ulang dimasa yang akan datang.

Data diperoleh melalui kuesioner yang dibagikan kepada pasien di RSUD Sukoharjo. Teknik penyampelan yang digunakan adalah *purposive sampling* dengan populasi pasien rawat jalan non BPJS sebanyak 200 responden. Uji hipotesis dilakukan dengan menggunakan analisis persamaan struktural (*Structural Equation Modelling-SEM*).

Hasil penelitian ini menunjukkan kualitas pelayanan berpengaruh signifikan terhadap biaya berobat, kualitas pelayanan berpengaruh signifikan terhadap *word of mouth*, biaya berobat tidak berpengaruh signifikan terhadap *word of mouth*, *word of mouth* berpengaruh signifikan terhadap niat berobat ulang.

Kata kunci: kualitas pelayanan, biaya berobat, *word of mouth*, niat berobat ulang

## ABSTRACT

**Maulana,Affan. 2018. Influential Factors on Rejection Intention at RSUD Sukoharjo. DIV Program Analyst Health Analyst. Faculty of Health Sciences. Setia Budi University. Advisor I. Drs. Waluyo Budi Atmoko, MM. Advisor II. Finisha Mahaestri Noor B.Com., M.PH.**

This study aims to test the quality of service and medical costs mediated by word of mouth on the intention of treatment in RSUD Sukoharjo. Good service quality will encourage patients to recommend to friends, relatives or to their family to seek treatment at RSUD Sukoharjo. Positive word of mouth impacts to of re-treatment intentions on future

Data were obtained through questionnaires distributed to patients in RSUD Sukoharjo. Sampling technique used was purposive sampling with population of outpatient class non BPJS as much as 200 respondents. Hypothesis test is done by using structural equation modeling (SEM).

The results of this study showed the quality of service significantly affect the cost of treatment, service quality significantly affect word of mouth, the cost of treatment does not significantly affect the word of mouth, word of mouth have a significant affect on the intention of re-treatment.

Keywords: service quality, medication cost, word of mouth, re-treatment intention