

## **INTISARI**

Kesetiaan pasien sangat menentukan keberlanjutan suatu rumah sakit. Studi literatur mengidentifikasi sejumlah konstruk penjelas kesetiaan pasien, yaitu: nilai persepsian, kepuasan pasien, profesionalisme tenaga kesehatan, kualitas pelayan, dan biaya perawatan. Penelitian ini mencoba membangun model kesetiaan pasien dan menguji signifikansi hubungan antar konstruk penjelas kesetiaan pasien. Penelitian dilaksanakan dengan desain survei menggunakan teknik penyampelan purposif dengan ukuran sampel sebesar 200 responden. Hipotesis diuji menggunakan permodelan persamaan struktural. Uji hipotesis mendapatkan hasil: profesionalisme tenaga kesehatan berpengaruh signifikan terhadap nilai persepsian, nilai persepsian berpengaruh signifikan terhadap kepuasan pasien, kepuasan pasien berpengaruh signifikan pada kesetiaan pasien.

Kata kunci : Kesetiaan pasien, Kepuasan pasien, Nilai persepsian, Profesionalisme tenaga kesehatan, Kualitas pelayanan, Biaya perawatan

## **ABSTRACT**

*Patient loyalty greatly determines the sustainability of a hospital. The literature study identified a number of explanatory constructs for patient loyalty, namely: perceived value, patient satisfaction, professionalism of health workers, service quality, and cost of care. This study tried to build a model of patient loyalty and examine the significance of the relationship between constructs explaining patient loyalty. The research was carried out using a survey design using a purposive sampling technique with a sample size of 200 respondents. The hypothesis is tested using structural equation modeling. The hypothesis test results: the professionalism of health workers has a significant effect on perceived value, perceived value has a significant effect on patient satisfaction, patient satisfaction has a significant effect on patient loyalty.*

*Keywords: Patient loyalty, Patient satisfaction, Perceived value, Professionalism of health workers, Quality of service, Cost of care*