SARI

Chynthia, Herwin. 2017. Pengaruh Kualitas Pelayanan yang Dipersepsikan, Nilai yang Dipersepsikan, Kepuasan Pelanggan Terhadap Niat Berobat Ulang Di RSUD Sukoharjo. Program Studi S1 Manajemen. Fakultas Ekonomi. Universitas Setia Budi Surakarta. Pembimbing I. Ariefah Yulandari, SE.,MM. Pembimbing II. Finisha Mahaestri N, B. Com., M.P.H.

Penelitian ini bertujuan menguji pengaruh kualitas pelayanan yang dipersepsikan, nilai yang dipersepsikan, kepuasan pelanggan pada niat berobat ulang di RSUD Sukoharjo. Kualitas pelayanan yang dipersepsikan, nilai yang dipersepsikan, kepuasan pelanggan dapat menciptakan dampak positif bagi rumah sakit sehingga akan mendorong niat berobat ulang.

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

Hasil penelitian ini menunjukkan kepuasan pelanggan berpengaruh signifikan terhadap niat berobat ulang, kualitas pelayanan yang dipersepsikan berpengaruh signifikan terhadap kepuasan pelanggan, nilai yang dipersepsikan tidak berpengaruh signifikan terhadap kepuasan pelanggan, dan kualitas pelayanan yang dipersepsikan berpengaruh signifikan terhadap nilai yang dipersepsikan.

Kata kunci : kualitas pelayanan yang dipersepsikan, nilai yang dipersepsikan, kepuasan pelanggan, niat berobat ulang

ABSTRACT

Chynthia, Herwin. 2017. The Influence of Perceived Service Quality, Perceived Value, Customer Satisfaction toward the Intention for Re-treatment in Sukoharjo Regional Public Hospital. Management S1 Study Program. Faculty of Economic. Setia Budi University of Surakarta. Advisor I. Ariefah Yulandari, SE.,MM. Advisor II. Finisha Mahaestri N, B. Com., M.P.H.

The research is aimed to examine the influence of perceived service quality, perceived value, customer satisfaction toward the intention for re-treatment in Sukoharjo Regional Public Hospital. Perceived service quality, perceived value, and customer satisfaction be obtained to produce positive impact for the hospital. It will encourage the customer intention to do re-treatment.

The data were obtained by the quisioner shared to patient in Sukoharjo Regional Public Hospital. Sampling techniq used in this research is purposive sampling with 200 respondents of outpatient population. Analysis *Structural Equation Model* (SEM) by AMOS program was used in hypothesis test.

The result of the research indicated that customer satisfaction had significant influence toward the customer intention to do re-treatment, perceived service quality had significant influence to customer satisfaction, perceived value had no significant influence to customer satisfaction, and perceived service quality had significant influence to perceived value.

Keywords: perceived service quality, perceived value, customer satisfaction, intention for re-treatment