

## Hubungan karakteristik pasien, kualitas layanan dan hambatan pindah dengan loyalitas pasien di instalasi rawat jalan Rumah Sakit Tugu Ibu Depok tahun 2011 = The correlation between patient characteristic, service quality, and switching barrier with patient loyalty at out patient unit of Tugu Ibu Hospital, 2011

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### Abstrak

Penelitian ini bertujuan untuk mengetahui hubungan antara karakteristik pasien, kualitas layanan, dan hambatan pindah dengan loyalitas pasien. Penelitian ini adalah penelitian kuantitatif dengan desain studi cross-sectional. Responden berjumlah 150 orang dan merupakan pasien yang telah melakukan pengobatan di pelayanan rawat jalan Rumah Sakit Tugu Ibu minimal dua kali. Pengumpulan data dengan menggunakan kuesioner yang dilakukan selama bulan Desember 2011 di Instalasi Rawat Jalan Rumah Sakit Tugu Ibu. Data yang terkumpul dianalisis dengan metode analisis univariate, bevariate (pearson chi-square), dan analisis multivariate (logistic regretion).

Hasil penelitian menunjukkan terdapat hubungan antara karakteristik pasien berdasarkan usia, pendidikan, pekerjaan, sumber biaya pengobatan, jarak tempat tinggal pasien dari Rumah Sakit Tugu Ibu dengan loyalitas pasien, terdapat hubungan antara kualitas layanan dan dimensi kualitas layanan tangibles, reliability, responsiveness, assurance dan emphaty dengan loyalitas pasien, terdapat hubungan antara hambatan pindah dengan loyalitas pasien, dan hambatan pindah adalah variabel yang memiliki keterikatan paling besar dengan loyalitas pasien.

*This study aimed to determine the correlation between patient characteristic, service quality, and switching barrier, with patient loyalty. This study was a quantitative study with crosssectional design. Data was acquired from 150 respondents who had been visited this hospital for minimal two times before. The data was collected with questioner during Desember 2011 in the outpatient unit of Tugu Ibu Hospital. Those data analyzed in univariate analysis, bevariate analysis (pearson chi-square), and multivariate analysis (logistic regretion).*

The results shown that there was a correlation between patient characteristic based on age, occupation, education, source of treatment cost, and distance between patient residence with the hospital with patient loyalty, there was a correlation between service quality and each dimensions of tangibles, reliability, responsiveness, assurance, and emphaty, with patient loyalty, there was a correlation between switching barrier and patient loyalty, and switching barrier was the variable that had the biggest correlation with patient loyalty.