

## Faktor-faktor yang berhubungan dengan loyalitas pasien poliklinik rawat jalan eksekutif RSUD kota Bekasi tahun 2012 = Factors correlate of patient loyalty on executive outpatient Clinic RSUD kota Bekasi in 2012 / Andina Sri Fahmi

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### Abstrak

[<b>ABSTRAK</b><br>

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang berhubungan dengan loyalitas pasien Poliklinik Rawat Jalan Eksekutif RSUD Kota Bekasi Tahun 2012. Penelitian ini merupakan penelitian cross sectional dengan metode survey dan mengambil 80 pasien yang memenuhi kriteria inklusi sebagai sampel. Hasil penelitian menunjukkan, jarak tempat tinggal, dimensi bukti fisik pada kinerja pelayanan, dan hambatan pindah berhubungan dengan loyalitas pasien. Sementara itu, karakteristik individu lainnya (umur, pendidikan, penanggung biaya, penghasilan), kinerja pelayanan keseluruhan dan 4 dimensi lainnya, serta daya tarik RS lain tidak memiliki hubungan yang bermakna dengan loyalitas. Rumah sakit perlu melakukan langkah antisipasi agar pasien yang loyal tidak mengalihkan loyalitasnya kepada rumah sakit lain. Beberapa langkah yang mungkin dapat diterapkan oleh pihak RSUD Kota Bekasi adalah memperbaiki fasilitas dan beberapa aspek pelayanan seperti jadwal rumah sakit, waktu tunggu, serta menetapkan cara yang mudah bagi pasien bertemu dengan dokter.;

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<b>ABSTRACT</b><br>

This study focused on determined factors correlated with patient loyalty on Executive Outpatient Clinic RSUD Kota Bekasi in 2012. This was a cross sectional study which used survey method and picked up 80 patients who fulfill the inclusion criteria as its samples. The results showed that distance of residence, tangibles dimension from service performance, and switching barrier statistically have significant correlation with patient loyalty. On the other hand, other individual characteristics (age, education, insurer of medication expense, and income), service performance (as one variable) including each four dimensions, and attractiveness of other hospital did not have significant correlation with their loyalty. Managers in hospital should be anticipated a loyal patient changing his loyalty to other hospital. Some of anticipation steps that RSUD Kota Bekasi can do to keep them loyal are improving polyclinic's facility and also other hospital service aspects such as service schedule, waiting time, and provide an easy procedure for patient to meet the doctors, This study focused on determined factors correlated with patient loyalty on Executive Outpatient Clinic RSUD Kota Bekasi in 2012. This was a cross

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