

Hubungan kepuasan dengan loyalitas pelanggan pada peserta BPJS bukan penerima bantuan iuran (Non PBI) di unit rawat jalan Puskesmas Kota Serang tahun 2015 = Relationship satisfaction with customer loyalty in BPJS participants not recipient contribution (Non PBI) at ambulatory unit primary health care Serang City 2015

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Abstrak

Jumlah peserta BPJS Non PBI yang terdaftar di Puskesmas Kota Serang pada Bulan Maret 2015 sebanyak 47.231 orang, sedangkan di Fasilitas Kesehatan Tingkat Pertama (FKTP) lain sebanyak 96.120 orang. Pada Bulan Desember 2014 sampai dengan Bulan Maret 2015 jumlah peserta BPJS Non PBI di puskesmas bertambah 5,1%, sedangkan di FKTP lain bertambah 66,7%. Pada Bulan Februari 2015, terdapat puskesmas yang mengalami penurunan jumlah peserta BPJS Non PBI sebanyak 13,53% dibanding pada Bulan Desember 2014. Rendahnya jumlah kepesertaan BPJS Non PBI di puskesmas diduga kuat terdapat kaitannya dengan loyalitas pelanggan.

Tujuan penelitian ini adalah untuk mengetahui hubungan antara kepuasan dengan loyalitas pelanggan setelah faktor karakteristik dikendalikan pada peserta BPJS Non PBI di Unit Rawat Jalan Puskesmas Kota Serang. Penelitian ini merupakan penelitian kuantitatif dengan desain cross sectional dan jumlah sampel sebanyak 170 responden.

Hasil penelitian menunjukkan pada rentang skala 1-10 diperoleh skor rerata loyalitas sebesar 6,5. Skor rerata kepuasan sebesar 6,9. Hasil analisis statistik menunjukkan terdapat hubungan yang bermakna antara kepuasan dengan loyalitas pelanggan setelah faktor pendapatan dikendalikan. Perlunya puskesmas meningkatkan kualitas pelayanan, menambah sarana dan prasarana seperti kursi tunggu, meningkatkan jumlah da.

.....Customers of BPJS Non PBI amount enrolled at primary health care Serang city in March 2015 as 47.231 people, while in other FKTP as 96.120 people. From December 2014 until March 2015, customers of BPJS Non PBI amount in primary health care increased 5.1%, while in other FKTP increased 66.7%. In February 2015, there is a health center that has decreased customers amount of BPJS Non PBI as 13.53% compared to in December 2014. The decreases on costumers amount of BPJS Non-PBI at primary health care are allegedly associated with customer loyalty.

The purpose of this research is to know the relationship between satisfaction and customer loyalty after characteristics factors are controlled on BPJS Non PBI participants at ambulatory unit primary health care Serang city. This research is a quantitative research with cross sectional design and the total sample is 170 respondents.

The results showed in the range of 1-10 scale obtained mean score of 6.5 loyalty, satisfaction mean score of 6.9. Statistical analysis showed significant correlation between satisfaction with customer loyalty after income factor controlled. The need for primary health care is improvement of service, cleanliness, comfort, beauty, etc.