

Determinan Loyalitas Pasien Eksekutif di Instalasi Rawat Jalan Siloam Hospitals TB Simatupang Tahun 2020 = Determinant of Executive Patient Loyalty in Outpatient Department Siloam Hospitals TB Simatupang, 2020

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Abstrak

Persaingan bisnis di industri kesehatan saat ini semakin ketat terutama persaingan antar rumah sakit. Siloam Hospitals TB Simatupang merupakan salah satu RS Siloam Hospitals Group yang berada di kawasan elite Jakarta Selatan. Awal tahun 2020, Siloam Hospitals TB Simatupang memutuskan untuk memiliki layanan unggulan terbaru di rawat jalan, yaitu executive clinic. Namun sejak pandemi COVID-19 telah terjadi penurunan yang signifikan kunjungan pasien. Selain itu perbedaan perbandingan jumlah kunjungan pasien rawat jalan biasa dengan executive clinic berkisar 0,48% - 1,60%. Penelitian ini bertujuan untuk mengetahui determinan loyalitas pasien eksekutif di instalasi rawat jalan Siloam Hospitals TB Simatupang. Penelitian merupakan penelitian kuantitatif dengan design penelitian observasional. Lokasi di executive clinic Siloam Hospitals TB Simatupang dengan jumlah populasi 520 pasien. Sampel penelitian sebesar 84 pasien dengan instrumen penelitian menggunakan data primer (kuesioner). Hasil penelitian menyatakan bahwa Mayoritas responden loyal terhadap pelayanan di executive clinic dengan hasil NPS sebesar 50%. Customer satisfaction, service quality, perceived value, trust, hospital brand image, dan commitment memiliki pengaruh yang signifikan dan positif terhadap loyalitas pasien eksekutif Siloam Hospitals TB Simatupang. Commitment yang memiliki pengaruh langsung terhadap loyalty. Customer satisfaction, service quality, trust, hospital brand image, dan OCB memiliki pengaruh tidak langsung terhadap loyalty. Commitment (0,865) merupakan variabel yang paling berpengaruh terhadap loyalitas pasien. Selanjutnya variabel customer satisfaction (0,541), trust (0,484), service quality (0,425), OCB (0,249), hospital brand image (0,107) secara berurutan juga memiliki tingkat pengaruh terhadap loyalitas pasien. Dari hasil penelitian tersebut, manajemen RS di masa depan harus selalu mengutamakan peningkatan komitmen pasien, dan juga customer satisfaction, trust, service quality, OCB (Organizational Citizenship Behavior), dan hospital brand image untuk mencapai loyalitas pasien. Adapun langkah- langkah yang dapat dilakukan, yaitu menurunkan panjang antrian, menurunkan waktu tunggu pasien, mengutamakan kepentingan pasien, memberikan pelayanan registrasi yang cepat, serta meningkatkan pelayanan perawat dan staf yang ramah dan cekatan. Selain itu rutin melakukan evaluasi terhadap customer feedback form yang ada di instalasi rawat jalan, khususnya executive clinic agar pelayanan yang diterima oleh pasien memenuhi ekspektasi mereka.

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Business competition in healthcare industry is currently getting tougher. Siloam Hospitals TB Simatupang is a part of the Siloam Hospitals Group, which is located in an elite area of South Jakarta. Since the COVID-19 pandemic there has been a significant decrease in patient visits. And the comparison of the number of regular outpatient visits to the executive clinic visits ranged from 0,48% - 1,60%. This study aims to indicate the determinant of executive patient loyalty in outpatient department Siloam Hospitals TB Simatupang. This research is a quantitative study with an observational research design. The location is in the executive clinic

Siloam Hospitals TB Simatupang with a population of 520 patients. The study sample was 84 patients with research instruments using questionnaire. The results of the study stated that the majority of respondents were loyal to the service at the executive clinic with an NPS of 50%. Customer satisfaction, service quality, perceived value, trust, hospital brand image, and commitment are the variables that have significant and positive influence on executive patient loyalty of Siloam Hospitals TB Simatupang. Commitment is the variable that influence loyalty directly. Customer satisfaction, service quality, trust, hospital brand image, and OCB are the variables that influence loyalty indirectly. Commitment (0,865) is the most significant determinant of patient loyalty. Customer satisfaction (0,541), trust (0,484), service quality (0,425), OCB (0,249), hospital brand image (0,107) accordingly significant in patient loyalty. In accordance with the result of the study, hospital managements in the future time should always prioritize the enhancement patient commitment, customer satisfaction, trust, service quality, OCB (Organizational Citizenship Behavior), and hospital brand image to achieve patient loyalty. Steps to be done as follows: Decreasing line of queuing, reducing of patients's waiting time, prioritizing patient's needs, providing a quick registration services, maximazing hospitality and quick services of nurses and staff to patients, in otherhands periodically checking & evaluating customer's feedback form are a must in area of outpatient department specially in Executive Clinic area where all patients will receive the best services as expected