

INTISARI

PENGARUH MUTU PELAYANAN KEPERAWATAN TERHADAP LOYALITAS PASIEN RAWAT INAP KELAS III DI RSUD SIMO BOYOLALI

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Latar Belakang: Pada umumnya, mutu pelayanan kesehatan berfokus pada konsep bahwa layanan kesehatan memiliki tiga landasan utama yaitu mutu, akses dan biaya. Semakin meningkatnya tuntutan masyarakat akan kualitas pelayanan kesehatan, maka fungsi pelayanan perlu ditingkatkan untuk memberi loyalitas pasien. Dari 10 pasien ada 4 orang menilai cukup dan yang menilai baik sebanyak 6 orang. Adapun loyalitas yang dirasakan 10 responden tersebut diketahui sebanyak 5 pasien merasa kurang puas terhadap pelayanan yang diberikan pihak rumah sakit sehingga tidak berkeinginan untuk merujuk perawatan di rumah sakit RSUD Simo, sebanyak 4 orang merasa cukup puas dan loyal, dan 1 orang merasa puas dan sangat loyal.

Tujuan: Mengetahui pengaruh antara mutu pelayanan keperawatan dengan loyalitas Pasien Rawat Inap Kelas III di Rumah Sakit Umum Daerah (RSUD) Simo Boyolali.

Metode: Penelitian ini merupakan jenis penelitian deskriptif analitik dengan pendekatan *cross sectional*. Populasi dalam penelitian ini adalah seluruh pasien yang menggunakan jasa pelayanan kesehatan di RSUD Simo Boyolali sebanyak 210 orang diambil sampel 68 orang dengan teknik *purposive sampling*. Alat analisis yang digunakan dengan analisis dengan uji *Chi-Square* dan analisis regresi berganda.

Hasil: (1) Ada pengaruh kualitas pelayanan keperawatan pada kehandalan (*reliability*) terhadap loyalitas pasien (ρ -value = 0,000); (2) Ada pengaruh antara kualitas pelayanan keperawatan pada ketanggapan (*responsiveness*) terhadap loyalitas pasien (ρ -value = 0,000); (3) Ada pengaruh kualitas pelayanan keperawatan pada keyakinan (*assurance*) terhadap loyalitas pasien (ρ -value = 0,000); (4) Ada pengaruh kualitas pelayanan keperawatan pada perhatian (*empathy*) terhadap loyalitas pasien (ρ -value = 0,007); (5) Ada pengaruh kualitas pelayanan keperawatan pada tampilan (*tangible*) terhadap loyalitas pasien (ρ -value = 0,001); (6) Terdapat pengaruh kualitas pelayanan secara bersama-sama terhadap loyalitas pasien di Ruang Rawat Inap Kelas III di RSUD Simo Boyolali, (ρ -value = 0,000).

Kesimpulan: Terdapat pengaruh kualitas pelayanan terhadap loyalitas pasien di Ruang Rawat Inap Kelas III RSUD Simo Boyolali.

Kata kunci: Kualitas pelayanan, loyalitas, pasien.

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ABSTRACT

THE EFFECT OF NURSING QUALITY OF SERVICE HOSPITAL PATIENT LOYALTY IN CLASS III HOSPITAL SIMO BOYOLALI

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Background: In general, the quality of health care focuses on the concept that the health service has three main foundation of quality, access and cost. The increasing demands of the community will be the quality of health services, the service function should be improved to provide patient loyalty. Of the 10 patients there were 4 people assess and judge good enough for 6 people. As for the loyalty felt by 10 respondents are known to many as five patients were less satisfied with the services provided by the hospital so it does not wish to refer to hospital care hospitals Simo, as many as four people feel quite satisfied and loyal, and one person was satisfied and very loyal.

Objective: To determine the effect of the quality of nursing service with loyalty Inpatient Class III Regional General Hospital (Hospital) Simo Boyolali.

Methods: This study is a descriptive analytic research with cross sectional approach. The population in this study were all patients who use healthcare services in hospitals Simo Boyolali many as 210 people were taken samples of 68 people with purposive sampling technique. The analytical tool used by the analysis using Chi-square and multiple regression analysis.

Results: (1) There is the influence of the quality of nursing services in reliability (reliability) on patient loyalty ($p = 0.000$); (2) There is the influence of the quality of nursing services in responsiveness nursing to patient loyalty ($p = 0.000$); (3) There is an effect of the quality of nursing services on the confidence (assurance) services of nurses to patient loyalty ($p = 0.000$); (4) There is the influence of the quality of nursing services at attention (empathy) the patients loyalty ($p=0.007$); (5) There is the influence of the quality of nursing services on the display (tangible) to patients loyalty ($p=0,001$); (6) There is the influence of service quality together to the loyalty of patients Class III wards in hospitals Simo Boyolali ($p= 0,000$).

Conclusion: There is influence loyalty service quality to patients in Class III wards in hospitals Simo Boyolali.

Keywords: Quality of care, loyalty, patient.

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