ABSTRAK

HELMA AGMALIA RAHAYU

FAKTOR-FAKTOR YANG BERHUBUNGAN DENGAN LOYALITAS PASIEN RAWAT JALAN POLI MATA DI RSUD KABUPATEN CIAMIS

Hasil wawancara survey awal yang dilakukan oleh peneliti terhadap 35 responden di poliklinik mata RSUD Kabupaten Ciamis diperoleh bahwa masih terdapat pasien yang kurang loyal terhadap rumah sakit. Penelitian ini bertujuan untuk mengetahui faktor-faktor yang berhubungan dengan loyalitas pasien rawat jalan poli mata di RSUD Kabupaten Ciamis. Jenis penelitian ini kuantitatif dengan pendekatan *cross sectional*. Populasi penelitian ini adalah pasien yang berobat di poli mata. Sampel diambil dengan teknik *Accidental sampling* dengan melakukan wawancara menggunakan kuesioner kepada 188 pasien yang memenuhi kriteria inklusi. Analisis data terdiri dari analisis univariat dan bivariate menggunakan uji *chi-square*. Variabel bebas terdiri dari kepuasan pasien, persepsi kualitas pelayanan, dan kepercayaan sedangkan variabel terikatnya adalah loyalitas pasin poli mata. Hasil uji *chi-square* menunjukkan bahwa terdapat hubungan kepuasan pasien (p<0,001), persepsi kualitas pelayanan (p=0,002), dan kepercayaan (p<0,001) dengan loyalitas pasien. Kesimpulan penelitian ini adalah terdapat hubungan antara kepuasan pasien, persepsi kualitas pelayanan, dan kepercayaan dengan loyalitas pasien poli mata. Diharapkan rumah sakit dapat lebih meningkatkan lagi kelima faktor kualitas layanan, khususnya pada dimensi daya tanggap, ketepatan, kecepatan, dan memberikan pelatihan secara berkala bagi karyawannya.

Kata Kunci : Loyalitas Pasien, Kepuasan Pasien, Persepsi Kualitas Pelayanan, Kepercayaan

ABSTRACT

HELMA AGMALIA RAHAYU

FACTORS RELATED TO LOYALTY OF EYE POLY OUTPATIENT PATIENTS IN CIAMIS DISTRICT HOSPITAL

The results of the initial survey interview showed that 11 respondents did not want to make repeat visits, 10 respondents said they were not willing to carry out additional examinations in other departments, 18 respondents said they would move if there was another hospital that was more attractive, and 21 respondents said they were not willing to recommend the polyclinic. Ciamis District Hospital eyes to family or friends. The results of the interview show that in the eye polyclinic at Ciamis District Hospital there are still patients who are less loyal. This study aims to determine the factors related to the loyalty of eye poly outpatients at the Ciamis District Hospital. This type of research is quantitative in approachcross sectional. The population of this study was patients who received treatment at the eye polyclinic for the period January-July 2023, totaling 2,563 visits with an average of 366 visits per month. Samples were taken by techniqueAccidental sampling by conducting interviews using a questionnaire with 188 patients who met the inclusion criteria. Data analysis consists of univariate and bivariate analysis using testschi-square. The independent variables consist of patient satisfaction, perceived service quality, and trust, while the dependent variable is eye poly patient loyalty. Test resultschi-squareshows that there is a relationship between patient satisfaction (p<0.001), perceived service quality (p=0.002), and trust (p<0.001) with patient loyalty. The conclusion of this research is that there is a relationship between patient satisfaction, perceived service quality, and trust and eye poly patient loyalty. It is hoped that hospitals can further improve the five service quality factors, especially in the dimensions of responsiveness, accuracy, speed, and provide regular training for their employees.

Keywords : *Patient Loyalty, Patient Satisfaction, Perception of Service Quality, Trust*