

**Analisis Pengaruh Stigmatisasi Pelayanan terhadap Loyalitas Pasien
Dimoderasi Kualitas Pelayanan di Pelayanan Rawat Inap Umum
RS Kusta Dr. Sitanala Tangerang**

Nurbaiti

ABSTRAK

Kusta dianggap penyakit mengerikan dan di jauhi masyarakat. Layanan kesehatan RS Kusta Dr. Sitanala Tangerang juga mengalami dampak akibat stigmatisasi. Tujuan penelitian untuk memperoleh bukti empiris pengaruh stigmatisasi pelayanan terhadap loyalitas pasien dimoderasi kualitas pelayanan di pelayanan rawat inap RS Kusta Dr. Sitanala Tangerang. Penelitian dilaksanakan di ruang rawat inap pelayanan umum. Desain penelitian kasualitas dengan metode survey. Sampel sebanyak 92 responden, dilaksanakan pada bulan Januari 2018. Pengambilan sampel *random sampling* dengan variabel penelitian stigmatisasi pelayanan, kualitas pelayanan sebagai variabel moderasi dan loyalitas pasien. Instrumen menggunakan kuesioner dengan Skala Likert. Analisis menggunakan *moderate regression analysis*.

Hasil penelitian menunjukkan: (1) stigmatisasi pelayanan berpengaruh signifikan negatif terhadap loyalitas pasien, (2) kualitas pelayanan berpengaruh terhadap loyalitas pasien, (3) kualitas pelayanan mampu memoderasi pengaruh stigmatisasi pelayanan terhadap loyalitas pasien. Jika stigmatisasi pelayanan menurun, maka loyalitas pasien meningkat, stigmatisasi pelayanan meningkat, maka loyalitas pasien menurun. Jika kualitas pelayanan menurun, loyalitas pasien menurun. Kualitas pelayanan memoderasi stigmatisasi pelayanan maka loyalitas pasien meningkat. Dimensi yang dominan pada stigmatisasi adalah *fear of disclosure*, dimensi kualitas adalah empati dan loyalitas adalah *recommend friend*. Strategi peningkatan promosi kesehatan dapat dilakukan terkait stigmatisasi baik individu maupun institusional, sehingga menurunkan tingkat stigmatisasi. Kualitas pelayanan memoderasi stigmatisasi pelayanan terhadap loyalitas pasien, diperlukan strategi pada dimensi *tangibility* dengan melengkapi fasilitas berteknologi tinggi sesuai kebutuhan kesehatan masyarakat, dan memperkuat dimensi *empathy* dengan pembenahan dan peningkatan kompetensi. Upaya penurunan stigmatisasi dengan memperhatikan *perceived service quality* sebagai mekanisme strategi akan meningkatkan loyalitas pasien.

Kata Kunci: Stigmatisasi Pelayanan, Kualitas Pelayanan, Loyalitas Pasien

Analysis of Influence of Stigmatization on Patient Loyalty Moderated by Quality of Service at General Inpatient Service of Dr. Sitanala Tangerang Leprosy Hospital

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ABSTRACT

Leprosy is considered a terrible disease and discriminated by society. Dr. Sitanala Leprosy Hospital Tangerang also suffered the impact of stigmatization. The purpose of this research was to obtain empirical evidence of the effect of service stigmatization on patient loyalty moderated by the quality of service in inpatient service of Dr. Sitanala Leprosy Hospital Tangerang. The study was conducted in the inpatient wards. Research was using causality design with survey methods. It was conducted in January 2018. Samples were 92 respondents by random. Variables was healthservice stigmatization, service quality as a moderation variable and patient loyalty. Instruments used questionnaires with Likert Scale. The analysis used moderate regression analysis.

The result of the research showed: (1) health service stigmatization had a significant negative effect on patient loyalty, (2) service quality influenced to patient loyalty, (3) service quality was moderating influence of health service stigmatization to patient loyalty. If health service stigmatization decreased, patient loyalty increased. If service quality decreased, patient loyalty decreased. Quality of service was moderating health service stigmatization hence increased patient loyalty. The dominant dimension of stigmatization was fear of disclosure, quality dimension was empathy and loyalty was recommend friend. Health promotion improvement strategies can be done related to individual and institutional stigmatization, thus lowering the stigmatization rate. Service quality was moderating the health services stigmatization to patient loyalty, a strategy is required on the dimension of tangibility by completing high-tech facilities according to the public health needs, and strengthening the empathy dimension by improving competence. Efforts to reduce stigmatization by paying attention to perceived service quality as a strategy mechanism to increase patient loyalty.

Key Words : Healthservice Stigmatization, Quality of Service, Patient Loyalty