

CORELATION OUTPATIENT WAITING TIME WITH PATIENT'S SATISFACTION AND LOYALTY AT PRIVATE HOSPITAL

Fransisca Stefanie

Ratna Indrawati L

UNIVERSITAS ESA UNGGUL

ratnaindrawatil@gmail.com

ABSTRACT

A huge chance is happening in the hospital's advancement globally and competitively. Which means pharmacy care at the hospital also becomes inseparable from health care system provided by the hospital. From the patient's point of view, the long and exhausting queue could lead to dissatisfaction that could also lead to the loss to the hospital itself as less and less patients would consider coming in the future. The purpose of this research is to find the correlation between outpatient waiting time with patient's satisfaction and patient's loyalty. This research's design is cross sectional and was conducted on the SEM (Structural Equation Model) PLS (Partial Least Square) data analysis method. The data was taken from the questionnaire on June 2018, with 60 persons who were waiting the pharmacy were asked to complete the questionnaire, which then be analyzed by SEM PLS method. The service waiting time (responsiveness) significantly affects the patient's satisfaction but not significantly on the patient's loyalty. Patient's satisfaction significantly affects the loyalty.

Keywords: Pharmacy waiting time, patient's satisfaction, patient's loyalty