

Hubungan Kualitas Pelayanan Gizi dan Loyalitas Pasien Yang Dimediasi Kepuasan Pasien di Rumah Sakit Senior Bogor

ABSTRAK

Latar Belakang: Keberhasilan rumah sakit bergantung pada harapan, persepsi dan penilaian pasien terhadap kualitas pelayanan yang diberikan rumah sakit. Tujuan dari penelitian ini adalah untuk mengetahui kesesuaian antara harapan dan persepsi pasien terhadap pelayanan gizi yang diterima pasien selama rawat inap di Rumah Sakit Senior Bogor serta untuk menganalisis hubungan antara kualitas pelayanan gizi dan loyalitas pasien yang dimediasi oleh kepuasan pasien. **Metode Penelitian:** Penelitian ini menggunakan survey prospektif longitudinal dengan pendekatan kuantitatif dan simple random sampling. Sampel penelitian ini terdiri dari 35 pasien lanjut usia yang berusia 60 tahun ke atas dan minimal telah 3 hari dirawat. Data dikumpulkan melalui kuesioner model SERVQUAL, kepuasan pasien and loyalitas pasien terhadap pelayanan gizi. Pengujian Hipotesa dengan Analysis Jalur dengan menggunakan software SPSS. **Hasil:** Rata-rata kesesuaian persepsi dan harapan terhadap kualitas pangan dan pelayanan gizi adalah 95,22%. Analisis korelasi menggambarkan bahwa semua hubungan variabel independen dan dependen memiliki pola positif dan signifikan ($p < 0,05$). Berdasarkan hasil analisis jalur menunjukkan bahwa kualitas pelayanan gizi mempunyai pengaruh langsung (39,3%) terhadap loyalitas pasien lebih besar daripada pengaruh tidak langsung (27,2%). **Kesimpulan:** Persepsi pasien terhadap pelayanan gizi melebihi dari harapannya dan variabel kepuasan pasien tidak memediasi hubungan antara kualitas pelayanan gizi dengan loyalitas pasien di RS Senior Bogor.

Kata kunci : Kualitas pelayanan gizi, kepuasan pasien, loyalitas pasien

The Relationship Between Food And Nutrition Service Quality And Patient Loyalty That Is Mediated By Patient Satisfaction.

Rini Siti Haerani

ABSTRACT

Background: Hospital's success depends on patients' expectation, perception and judgment on the quality of services provided by hospitals. The aim of the study is to determine the suitability between expectations and perceptions of food and nutrition service which is received by patients during inpatient care at Bogor senior Hospitals and to analyze the relationship between food and nutrition service quality and patient loyalty that is mediated by patient satisfaction. **Materials and Methods:** This research used a longitudinal prospective survey with a quantitative approach and simple random sampling. The sample of this study consist of 35 elderly inpatient with 60 years old and over, at least three days of being hospitalized. The data required was collected through the standard SERVQUAL, Satisfaction and Loyalty questionnaire and then it was Path analyzed using the SPSS software. **Result:** The average of perceived congruence between perception and expectation of quality of food and nutrition service was 95.22%. The correlation analysis illustrated that all of relationship independent and dependent variable have positive and significant pattern ($p < 0.05$). Based on the results of the path analysis shows that, the quality of nutrition services has a direct effect (39.3%) on patient loyalty greater than the indirect effect (27.2%). **Conclusion :** Patients' perception of the nutrition food and service exceeded their expectation. Also the variable patient satisfaction does not mediate the relationship between the quality of nutritional food and services and patient loyalty at the Bogor Senior Hospital.

Keywords: *Quality of nutrition services, patient satisfaction, patient loyalty*