ABSTRACT

Loyalty is a manifestation of patient behavior in making decisions to make continuous visits for treatment and examination at a chosen hospital. Based on a preliminary study on 10 outpatients, it was found that the level of patient loyalty was 50%. This research aims to determine the relationship between the level of patient satisfaction and the loyalty of outpatients at Balaraja Regional Hospital. Using quantitative methods with a cross sectional design. Sample of 97 outpatient respondents who had visited ≥ 2 times, analysis of univariate data and bivariate sperm correlation. This research was conducted in January 2024. Univariate results found that the age characteristics of the respondents were the highest in the adult category, 56 respondents (57.7%), the gender was the highest in male respondents, 50 (51.5%), the marital status was married, 56 (57.7%). %), high education level was 60 respondents (61.9%), the highest job was in the category and others 49 respondents (49%), the average value of patient satisfaction was 65.00 with the highest proportion of values in the reliability dimension, the average value – average 17.00, average loyalty value 31.00. There is a relationship between satisfaction, reliability, responsiveness, assurance, empathy and physical evidence with patient loyalty. It is hoped that it can increase patient satisfaction with outpatient services at Balaraja Regional Hospital so as to create loyalty among patients.

Keyword : loyality, satisfaction, reliability, responsivennes, assurance, emphaty, tangible

ABSTRAK

Loyalitas adalah wujud perilaku pasien dalam pengambilan keputusan untuk melakukan kunjungan secara terus menerus untuk melakukan pengobatan dan pemeriksaan disuatu rumah sakit yang dipilih. Berdasarkan studi pendahuluan pada 10 pasien rawat jalan ditemukan bahwa tingkat loyalitas pasien sebesar 50%, penelitian ini berujuan untuk mengetahui hubungan tingkat kepuasan pasien dengan loyalitas pasien rawat jalan di RSUD Balaraja. Menggunakan metode kuantitatif dengan desain *cross sectional*. Sampel dari 97 responden pasien rawat jalan yang sudah berkunjung ≥ 2 kali, analisis data *univariat* dan *bivariate korelasi sperman.* Penelitian ini dilakukan pada Januari 2024. Hasil univariat ditemukan karakteristik usia responden terbanyak pada katagori dewasa 84 responden (86,6%), jenis kelamin terbanyak pada responden laki laki 50 (51,5%), status pernikahan menikah sebanyak 56 (57,7%), tingkat pendidikan menengah sebanyak 47 responden (48,5%), pekerjaan tertinggi berada pada katagori dan lain – lain 49 responden (49%), nilai rata – rata kepuasan pasien 65,00 dengan proporsi nilai tertinggi pada dimensi kehandan nilai rata – rata 17,00, nilai rata – rata loyalitas 31,00. Terdapat hubungan antara kepuasan, kehandalan, daya tanggap, jaminan, empati dan bukti fisik dengan loyalitas pasien. diharapkan dapat meningkatkan kepuasan pasien pasien terhadap pelayanan rawat jalan di RSUD Balaraja sehingga terciptanya loyalitas pada pasien.

Kata Kunci : Loyalitas, Kepuasan, kehandalan, daya tanggap, jaminan, empati, bukti fisik