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CORRELATIONS BETWEEN PATIENT SATISFACTION AND PATIENT LOYALTY IN ANTENATAL CARE MIDWIFERY CLINIC RSAB HARAPAN KITA JAKARTA TAHUN 2016

Chapter 6, page 59, Table 9, 2 Images

ABSTRACT

Background : In order to maintain patient loyalty, hospital should give excellent and services satisfy all patients.

Objective : To identified correlations between patient satisfaction with patient loyalty in antenatal care midwifery clinic RSAB Harapan Kita.

Methods : This study use cross sectional method with questionnaire data collection. This study was participated by 98 pregnant womens that visit midwifery clinic RSAB Harapan Kita. Purposive sampling was arranged to select the participants and data analyzed using statistical chi-square test.

Result : From the all respondents the half of participants between 20 – 35 years old (57,1%), highly educated (73,5%) and working (68,4%). The participants was good in satisfaction (64,3%) and good in loyalty (61,2%). Based on the bivariate analysis, there is correlation between patient satisfaction and patient loyalty, (p-value $0,000 < \alpha(0,05)$).

Conclusion : There is correlation between patient satisfaction and patient loyalty in midwifery clinic RSAB Harapan Kita. Health officers should give excellent services appropriate to the patient need in order to remain patient satisfaction and patient loyalty and they want to visit back.

Bibliography : 38 (1999 – 2015)

Keywords : Patient Satisfaction, Patient Loyalty, Antenatal Care