**Universitas Diponegoro**

**Fakultas Kesehatan Masyarakat**

**Program Studi Magister IlmuKesehatan Masyarakat**

**Konsentrasi Administrasi Rumah Sakit**

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**ABSTRAK**

**Retno Kusniati**

**Pengaruh Kualitas Jasa dan Nilai Pelanggan terhadap Minat Kunjungan Ulang melalui Kepuasan Pasien di Poli Umum Rumah Sakit Islam Sultan Agung Semarang**

**xv + 113 halaman + 30 tabel + 7 gambar + 8 lampiran**

 Kepuasan pasien merupakan salah satu indicator dalam menilai mutu pelayanan di rumah sakit. Data jumlah kunjungan total pasien yang fluktuatif dan adanya trend penurunan jumlah kunjungan pasien lama di poliumum RSISA Semarang dalam kurun waktu 2010-2013 menunjukan ada permasalahan pelayanan di poli umum. Penelitian ini bertujuan untuk menganalisis secara keseluruhan apakah kualitas jasa dan nilai pelanggan mempunyai pengaruh terhadap minat kunjungan ulang melalui kepuasan pasien rawat jalan di poli umum RSISA Semarang .

 Penelitian ini merupakan penelitian *explanatory*, pendekatan waktu *cross sectional* metode analitik kuantitatif. Populasi penelitian adalah pasien rawat jalan poli umumdi RSISA Semarang yang telah berobat minimal 2 kali dengan metode penetuan sampel menggunakan *Purposive Sampling.* Jumlah sampel sebanyak 125 orang responden. Data dikumpulkan, menggunakan kuesioner dengan item pertanyaan terstruktur dan pengukuran skala Likert 1-5. Pengolahan dan analisis data menggunakan SEM dengan software Smart PLS 2.0.

 Hasil penelitian berdasarkan analisis menunjukan bahwa kualitas jasa dan nilai pelanggan berpengaruh positif dan signifikan terhadap kepuasan pasien. Kepuasan pasien berpengaruh positif dan signifikan terhadap minat kunjungan ulang. Kepuasan pasien yang dapat dijelaskan oleh kualitas jasa dan nilai pelanggan sebesar 45,3% , sedangkan minat kunjungan ulang pasien yang dapat dijelaskan oleh kualitas jasa, nilai pelanggan dan kepuasan pasien sebesar 45,0%

Secara keseluruhan kualitas jasa dan nilai pelanggan di poliumum RSISA Semarang baik tetapi masih perlu perbaikan pada ketepatan jadwal pelayanan, ketersediaan informasi pelayanan yang tepat, petugas yang konsisten bersikap sopan, memberi salam, menyapa dan senyum kepada pasien sehingga dapat meningkatkan kepuasan pasien yang akhirnya dapat meningkatkan pula minat kunjungan ulang pasien berobat di poli umum RSISA Semarang

Kata kunci : Kualitas Jasa, Nilai Pelanggan, Kepuasan Konsumen,

 Minat Kunjungan Ulang

Kepustakaan : 52 (1987-2014)

**Diponegoro University**

**Faculty of Public Health**

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**Majoring in Hospital Administration**

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**ABSTRACT**

**Retno Kusniati**

**Influence of Service Quality and Customer Value towards Willingness to Revisit through Patient’s Satisfaction at General Polyclinic of Sultan Agung Islam Hospital in Semarang**

**xv + 113 pages + 30 tables + 7 figures + 8 appendices**

Patient’s satisfaction is one of the indicators in assessing a service quality at a hospital. Fluctuations in number of total visit of patients and declining trend of old patient visit number at a general polyclinic at Sultan Agung Islam Hospital (SAIH) in Semarang during the period of 2010-2013 indicated that there were any problems at the polyclinic. The aim of this study was to comprehensively analyse a service quality and customer value that influenced towards willingness to revisit through patient’s satisfaction at outpatient/general polyclinic at SAIH in Semarang.

This was an explanatory study using cross-sectional approach and an analytic method. Population was all patients at outpatient unit/general polyclinic at SAIH in Semarang who had visited the polyclinic at least two times. As many as 125 respondents were selected as samples using a method of purposive sampling. Data were collected using a structured questionnaire and measured using Likert scales of 1-5 and analysed using SEM performed by software of Smart PLS 2.0.

The results of this research showed that the service quality and the customer value positively significantly influenced patient’s satisfaction. In addition, the patient’s satisfaction positively significantly influenced willingness to revisit. The patient’s satisfaction could be explained by the service quality and the customer value equal to 45.3%. Meanwhile, willingness to revisit could be explained by the service quality, the customer value, and the patient’s satisfaction equal to 45.0%.

Overall, the service quality and the customer value at the general polyclinic of SAIH in Semarang are good. Notwithstanding, there still needs improvement in timeliness of service, availability of accurate service information, consistent and polite officers, greetings, and smiling to patients in order to improve patient’s satisfaction and to increase willingness to revisit at the general polyclinic of SAIH in Semarang.

Keywords : Service Quality, Customer Value, Consumer’s Satisfaction, Willingness To Revisit

Bibliography: 52 (1987-2014)