

**PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN DAN
LOYALITAS PASIEN DI RSUD DR. SOEGIRI LAMONGAN
MENGUNAKAN *STRUCTURAL EQUATION MODELING* (SEM)**

SKRIPSI



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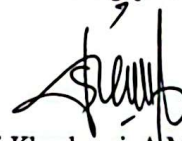
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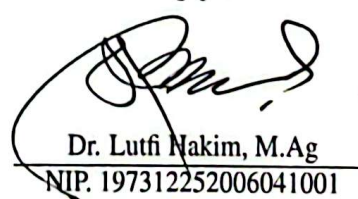
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ABSTRAK

PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN DAN LOYALITAS PASIEN DI RSUD Dr. SOEGIRI LAMONGAN MENGUNAKAN *STRUCTURAL EQUATION MODELING* (SEM)

Kualitas pelayanan kesehatan menjadi faktor krusial dalam meningkatkan kepuasan dan loyalitas pasien, termasuk di rumah sakit daerah seperti RSUD Dr. Soegiri Lamongan. Rumah sakit dituntut untuk memberikan pelayanan yang tidak hanya cepat dan tepat, tetapi juga profesional, serta berbasis kebutuhan pasien. Penelitian ini bertujuan untuk menganalisis dan mengidentifikasi pengaruh faktor-faktor kualitas pelayanan terhadap kepuasan dan loyalitas pasien di RSUD Dr. Soegiri Lamongan. Data yang digunakan adalah data primer yang diperoleh melalui penyebaran kuesioner kepada pasien rawat jalan dan rawat inap, dengan teknik pengambilan sampel menggunakan pendekatan 5:1 yang menghasilkan jumlah sampel 150. Kualitas pelayanan diukur berdasarkan empat dimensi utama, yaitu sikap berkomunikasi, lingkungan, layanan medis, dan ketepatan pelayanan. Hubungan antar variabel dianalisis menggunakan pendekatan *Partial Least Squares Structural Equation Modeling* (SEM-PLS). Hasil penelitian menunjukkan bahwa sikap berkomunikasi ($\beta = 0,285, p < 0,05$), lingkungan ($\beta = 0,319, p < 0,05$), layanan medis ($\beta = 0,165, p < 0,05$), dan ketepatan pelayanan ($\beta = 0,251, p < 0,05$) berpengaruh langsung terhadap kepuasan. Pada loyalitas, hanya ketepatan pelayanan ($\beta = 0,247, p < 0,01$) dan kepuasan ($\beta = 0,379, p < 0,001$) pasien yang berpengaruh langsung terhadap loyalitas. Sementara itu, sikap berkomunikasi ($\beta = 0,159, p > 0,05$), lingkungan ($\beta = 0,123, p > 0,05$), dan layanan medis ($\beta = 0,075, p > 0,05$) berpengaruh tidak langsung terhadap loyalitas.

Kata kunci: Kualitas pelayanan, Kepuasan pasien, Loyalitas pasien, PLS-SEM, RSUD Dr. Soegiri

ABSTRACT

THE EFFECT OF SERVICE QUALITY ON PATIENT SATISFACTION AND LOYALTY AT Dr.SOEGIRI LAMONGAN HOSPITAL USING STRUCTURAL EQUATION MODELING (SEM)

The quality of healthcare services is a crucial factor in increasing patient satisfaction and loyalty, including in regional hospitals such as RSUD Dr. Soegiri Lamongan. Hospitals are required to provide services that are not only fast and accurate but also professional and based on patient needs. This study aims to analyze and identify the influence of service quality factors on patient satisfaction and loyalty at RSUD Dr. Soegiri Lamongan. The data used were primary data obtained through questionnaires distributed to outpatients and inpatients, using a 5:1 sampling ratio approach, resulting in a sample size of 150. Service quality was measured based on four main dimensions: communication attitude, environment, medical services, and service accuracy. The relationships between variables were analyzed using the *Partial Least Squares Structural Equation Modeling* (SEM-PLS) approach. The results showed that communication attitude ($\beta = 0,285, p < 0,05$), environment ($\beta = 0,319, p < 0,05$), medical services ($\beta = 0,165, p < 0,05$), and service accuracy ($\beta = 0,251, p < 0,05$) had a direct influence on satisfaction. Regarding loyalty, only service accuracy ($\beta = 0,247, p < 0,01$) and satisfaction ($\beta = 0,379, p < 0,001$) had a direct influence. Meanwhile, communication attitude ($\beta = 0,159, p > 0,05$), environment ($\beta = 0,123, p > 0,05$), and medical services ($\beta = 0,075, p > 0,05$) had an indirect influence on loyalty.

Keywords: Service quality, Patient satisfaction, Patient loyalty, PLS-SEM, RSUD Dr. Soegiri

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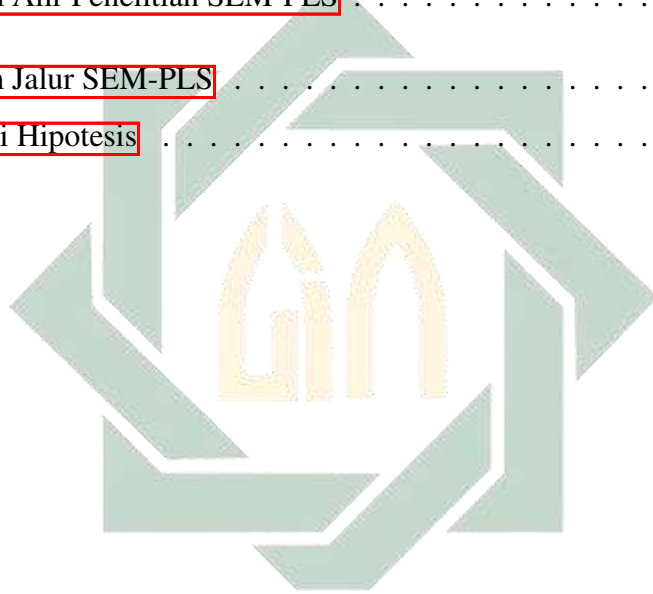
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