

ABSTRACT

The research was conducted because the customer satisfaction data indicated that there was quality that had not reached the Minimum Service Standard of Wiyung Sejahtera Hospital Surabaya. Whereas in loyalty there is a possibility that if customer satisfaction decreases, customer loyalty will decrease. The purpose of this study was to determine the relationship between service quality and customer satisfaction and customer loyalty at the Wiyung Sejahtera Hospital Inpatient. By using quantitative research methods with descriptive research type and using a cross sectional design. The population in the study was 983 hospitalized patients and to determine the sample here the researchers used a simple random sampling method of 87 respondents. The results of the research on descriptive results about service quality are included in the very good category (33%), customer satisfaction is included in the very satisfied category (9%), while customer loyalty is included in the very loyal category (13%). So that it shows that there is a relationship between service quality and customer satisfaction, and there is a relationship between service quality and customer loyalty. Improve service quality in hospital facilities and buildings, and maintain customer satisfaction and loyalty.

Keywords: Relationship, Service Quality, Customer Satisfaction, Customer Loyalty

ABSTRAK

Alasan dilakukan penelitian karena pada data kepuasan pelanggan diindikasikan ada kualitas yang belum mencapai Standar Pelayanan Minimal Rumah Sakit Wiyung Sejahtera Surabaya. Sedangkan pada loyalitas ada kemungkinan jika kepuasan pelanggan turun maka loyalitas pelanggan akan terjadi penurunan. Penelitian ini dilakukan untuk mengetahui Hubungan Kualitas Layanan Terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan di Rawat Inap Rumah Sakit Wiyung Sejahtera. Dengan menggunakan metode penelitian kuantitatif dengan tipe penelitian deskriptif dan menggunakan desain *cross sectional*. Populasi dalam penelitian sebanyak 983 pasien rawat inap dan untuk menentukan sampel disini peneliti menggunakan metode *simple random sampling* sebanyak 87 responden. Hasil penelitian pada hasil deskriptif tentang kualitas layanan termasuk dalam kategori sangat baik, pada kepuasan pelanggan termasuk dalam kategori sangat puas, sedangkan pada loyalitas pelanggan termasuk dalam kategori sangat loyal. Sehingga menunjukkan bahwa terdapat hubungan antara kualitas layanan dan kepuasan pelanggan, serta terdapat hubungan antara kualitas layanan dan loyalitas pelanggan. Tingkatkan kualitas layanan pada fasilitas dan Gedung rumah sakit, dan pertahankan kepuasan serta loyalitas pelanggan.

Kata kunci: Hubungan, Kualitas Layanan, Kepuasan Pelanggan, Loyalitas Pelanggan