THE EFFECT OF SERVICE QUALITY ON CUSTOMER LOYALTY AT THE CARDIAC POLYCLINIC OF ISLAMIC HOSPITAL SAKINAH MOJOKERTO YEAR 2023

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ABSTRACT

Low service quality has the risk of reducing customer loyalty, this can be seen from the persistence of complaints about outpatient services and the fluctuating number of patient visits. The purpose of this study was to analyze the effect of service quality on customer loyalty at the Cardiac Polyclinic at Sakinah Islamic Hospital. The research design is Quantitative Analytical with Croos Sectional approach. The object of research is the patient of the Cardiac Polyclinic at Sakinah Islamic Hospital. The sampling technique used the Simple Random Sampling method with a total sample of 95 respondents. Data analysis using Validity Test, Reliability Test and Simple Linear Regression Test. The variables in this study are service quality, *word of mouth* and interest in repeat visits. The majority of respondents rated the Quality of Service as very good (95.8%), rated Word of Mouth very well (89.5%) and rated Interest for Repeat Visits as very good (86.3%). The results showed that there was a significant effect of 0.000 <0.05 between Service Quality and *Word of Mouth*. There is a significant effect of 0.000 <0.05 between the Quality of Service on Interest in Repeat Visits. The conclusion from this study is that there is an influence between Service Quality on Word of Mouth and Interest in Repeat Visits. The recommendation in this study is to increase the Service Quality sub-variables that have a direct effect on Interest in Repeat Visits, namely Tangibility, Atmosphere, Process Expertise, Safety Measure, Reliability, Operational Activity, Communication Activity. Improving the Service Quality sub-variables that have a direct effect on Word of Mouth, namely Interaction Activity and Relationship Activity.

Keywords: Quality of Service, Customer Loyalty, Word Of Mouth, Interest in Repeat Visits

PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS PELANGGAN PADA POLIKLINIK JANTUNG RUMAH SAKIT ISLAM SAKINAH MOJOKERTO
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ABSTRAK

Kualitas Pelayanan yang rendah berisiko menurunkan loyalitas pelanggan, hal ini dapat dilihat dari masih adanya komplain terhadap pelayanan rawat jalan dan jumlah kunjungan pasien yang naik turun. Tujuan penelitian ini adalah menganalisis Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan Pada Poliklinik Jantung Di Rumah Sakit Islam Sakinah. Desain penelitian adalah Analitik Kuantitatif dengan pendekatan *Croos Sectional*. Objek penelitian adalah pasien Poliklinik Jantung Rumah Sakit Islam Sakinah. Teknik pengambilan sampel menggunakan metode *Simple Random Sampling* dengan jumlah sampel sebanyak 95 responden. Analisis data menggunakan Uji Validitas, Uji Reliabilitas dan Uji Regresi Linier Sederhana. Variabel dalam penelitian ini adalah Kualitas pelayanan, *Word Of Mouth* dan Minat Kunjungan Ulang. Mayoritas responden menilai Kualitas Pelayanan sangat baik (95,8%), menilai *Word Of Mouth* sangat baik (89,5%) dan menilai Minat Kunjungan Ulang sangat baik (86,3%). Hasil penelitian menunjukkan terdapat pengaruh yang signifikan sebesar $0,000 < 0,05$ antara Kualitas Pelayanan terhadap *Word Of Mouth*. Terdapat pengaruh yang signifikan sebesar $0,000 < 0,05$ antara Kualitas Pelayanan terhadap Minat Kunjungan Ulang. Kesimpulan dari penelitian ini adalah terdapat pengaruh antara Kualitas Pelayanan terhadap *Word Of Mouth* maupun Minat Kunjungan Ulang. Rekomendasi dalam penelitian ini yaitu meningkatkan sub variabel Kualitas Pelayanan yang berpengaruh langsung terhadap Minat Kunjungan Ulang yaitu *Tangibel, Atmosphere, Process Expertise, Safety Measure, Reliability, Operational Activity, Communication Activity.* Meningkatkan sub variabel Kualitas Pelayanan yang berpengaruh langsung terhadap *Word Of Mouth* yaitu *Interaction Activity* dan *Relationship Activity.*

Kata Kunci: Kualitas Pelayanan, Loyalitas Pelanggan, *Word Of Mouth*, Minat Kunjungan Ulang