

ABSTRACT

The increasing number of hospitals in Indonesia both managed by the government and the private sector requires hospitals to continue to provide the maximum level of care, professionalism and competence to reflect the best quality of service. The purpose of this study was to determine the relationship between service quality and satisfaction with outpatient loyalty at RSIA Tiara Fatrin Palembang.

The research design used was correlational analytic with Cross Sectional approach. The sample size was 52 respondents from a population of 96 respondents. with purposive sampling technique. The measuring instrument used was a questionnaire. Tested using the Chi-Square test.

The results showed that almost half of the respondents had an academy / PT education (40.4%), almost all were aged 18-40 years (82.7%), almost all were male (88.5%), almost all were employed (88.5%), most were old patients (61.5%), most respondents recognized the quality of service was good (65.4%), most claimed to be satisfied (59.6%%) and most patients were loyal (61.5%).

The results showed that there is a relationship between service quality and patient loyalty with an Asym.sig value of 0.002 and there is a relationship between patient satisfaction and patient loyalty with an Asym.sig value of 0.000.

The management is expected to improve the quality of service so that it becomes even better. Perceptions of good service quality will result in the emergence of satisfaction, trust and even loyalty, thus supporting the implementation of hospital strategies and achieving hospital goals.

Keywords: Service Quality, Patient Satisfaction, Patient Loyalty