

Peran Customer Relationship Management pada Hubungan antara Kualitas Pelayanan dan Loyalitas Pasien di Klinik Fertilitas Rumah Sakit Nuraida Tahun 2023 = The Role of Customer Relationship Management on the Relationship of Service Quality and Patient Loyalty in Fertility Clinic Nuraida Hospital 2023

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Abstrak

Latar Belakang: Loyalitas pelanggan merupakan kunci sukses bagi rumah sakit di tengah industri rumah sakit swasta yang telah berkembang pesat. Kualitas pelayanan merupakan hal yang mendasar untuk mencapai keberhasilan dan kesinambungan dalam persaingan bisnis yang ketat. Customer relationship management (CRM) merupakan proses dinamis dalam mengelola hubungan antara pelanggan dan perusahaan dan mempertahankan komunikasi bahkan ketika pasien sudah keluar dari rumah sakit.

Tujuan: Penelitian ini bertujuan untuk mengetahui hubungan antara kualitas pelayanan dan loyalitas pasien dengan CRM sebagai mediator.

Metode: Data primer diambil dari pengisian kuesioner online oleh 107 pasien di Klinik Fertilitas dan focus group discussion pada karyawan rumah sakit. Kualitas pelayanan terdiri dari dimensi tangible, empathy, responsiveness, reliability, assurance.

Hasil: Hasil analisis univariat menunjukkan penilaian dengan kategori baik pada dimensi tangible sebesar 43,9%, empathy 40,2%, responsiveness 49,5%, reliability 41,1%, assurance 33,6%, CRM dinilai baik sebesar 41,1% oleh responden, serta kategori pasien loyal sebanyak 35,5%. Hasil analisis bivariat menunjukkan hubungan bermakna antara seluruh dimensi kualitas pelayanan dan loyalitas pasien. Regresi logistik ganda menunjukkan dimensi tangible memiliki hubungan paling erat dengan loyalitas pasien (OR=39,055) setelah dikontrol oleh dimensi kualitas pelayanan lainnya. Hasil regresi linier menunjukkan CRM sebagai mediator hubungan antara kualitas pelayanan dan loyalitas pasien secara parsial.

Kesimpulan: Upaya peningkatan kualitas pelayanan diperlukan untuk meningkatkan loyalitas pasien yang diikuti dengan implementasi CRM secara konsisten.

.....**Background:** Customer loyalty is the key to success for hospitals in the midst of a rapidly growing private hospital industry. Service quality is fundamental to achieve success and continuity in intense business competition. Customer relationship management is a dynamic process in managing the relationship between customers and companies and maintaining communication even after patient leaves the hospital.

Objectives: This study aims to determine the relationship between service quality and patient loyalty with CRM as a mediator.

Methods: Primary data was taken from filling out online questionnaires by 107 patients at the Fertility Clinic

and focus group discussions with hospital employees. Service quality consists of dimensions of tangible, empathy, responsiveness, reliability, assurance.

Results: Univariate analysis showed tangible dimension was considered good by 43.9%, empathy 40.2%, responsiveness 49.5%, reliability 41.1%, assurance 33.6%, CRM was considered good by 41.1%, and the category of loyal patients was 35.5%. Bivariate analysis show a significant relationship between all dimensions of service quality and patient loyalty. Multiple logistic regression shows that the tangible dimension has the closest relationship with patient loyalty (OR=39.055) after controlling other dimensions of service quality. The results of linear regression showed that CRM mediated the relationship between service quality and patient loyalty partially.

Conclusion: Efforts to improve service quality are needed to increase patient loyalty followed by consistent CRM implementation.