

# Hubungan Customer Experience dan Complaint Handling Terhadap Loyalitas Pasien Rawat Jalan RSKGM FKG UI Tahun 2023 = The Relationship Between Customer Experience and Complaint Handling on Outpatient Loyalty of RSKGM FKG UI 2013

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## Abstrak

Latar Belakang: Persaingan bisnis di berbagai industri termasuk industri rumah sakit yang semakin ketat mengharuskan rumah sakit memberikan perhatian pada kompetisi. Pasien tidak hanya mencari harga yang kompetitif dan layanan yang baik saja, namun juga menginginkan experience yang mengesankan ketika berinteraksi dengan layanan yang diberikan. Selain itu rumah sakit sebagai penyedia pelayanann jasa juga tidak mungkin luput dari kegagalan pelayanan. Kegagalan pelayanan yang tidak segera diatasi dapat menyebabkan customer defection. Dalam menumbuhkan minat masyarakat menggunakan layanan di rumah sakit, menjaga eksistensi serta fungsinya sebagai wahana pendidikan FKG UI, dan bersaing di pasar industri kesehatan, RSKGM FKG UI perlu melakukan upaya meningkatkan loyalitas pasien lama dan menarik minat pasien baru dengan customer experience dan complaint handling yang baik agar pasien-pasien yang pernah berobat ke RSKGM FKG UI tetap memilih RSKGM FKG UI sebagai fasilitas pelayanan kesehatan gigi dan mulut Tujuan: Penelitian ini bertujuan untuk mengetahui hubungan antara customer experience dan complaint handling terhadap loyalitas pasien rawat jalan di RSKGM FKG UI Metode: Penelitian bersifat kuantitatif dengan pendekatan cross-sectional. Data primer diperoleh dari pengisian kuesioner online oleh 115 orang pasien rumah sakit. Customer experience dinilai dari aspek sense, feel, think, act, dan relate. Complaint Handling dinilai dari aspek timeliness, facilitation, redress, apology, credibility, dan attentiveness. Hasil: Hasil analisis menunjukkan terdapat korelasi kuat antara customer experience terhadap loyalitas pasien di RSKGM FKG UI dengan aspek customer experience yang paling berhubungan dengan loyalitas adalah aspek act (tindakan) dan relate (hubungan). Sedangkan terdapat korelasi lemah antara complaint handling terhadap loyalitas pasien di RSKGM FKG UI. Kesimpulan: Peningkatan kualitas layanan, komunikasi yang baik, keterlibatan pasien, dan upaya untuk memahami kebutuhan pasien melalui pemahaman customer experience dan compaint handling dapat membantu membangun hubungan yang kuat dan berkelanjutan dengan pasien, yang akan memperkuat loyalitas mereka terhadap rumah sakit. Oleh karena itu diperlukan strategi untuk untuk meningkatkan customer experience dan complaint handling di rumah sakit melalui Customer Experience Management (CEM) dan Customer Relationship Management (CRM) yang sesuai dengan kebutuhan pasien.

.....Background: Business competition in various industries including the hospital industry is getting tougher requiring hospitals to pay attention to the competition. Patients are not only looking for competitive prices and good services, but also want a memorable experience when interacting with the services provided. In addition, hospitals as service providers are also unlikely to escape service failures. Service failures that are not immediately resolved can cause customer defection. In fostering public interest in using hospital services, maintaining its existence and function as a vehicle for FKG UI education, and competing in the health industry market, RSKGM FKG UI needs to make efforts to increase the loyalty of old patients and attract new patients with good customer experience and complaint handling so that patients who have been

treated at RSKGM FKG UI continue to choose RSKGM FKG UI as a dental and oral health service facility.

**Objectives:** This study aims to determine the relationship between customer experience and complaint handling on outpatient loyalty at RSKGM FKG UI

**Methods:** The research is quantitative with a cross-sectional approach. Primary data was obtained from filling out an online questionnaire by 115 hospital patients. Customer experience is assessed from the aspects of sense, feel, think, act, and relate. Complaint Handling is assessed from the aspects of timeliness, facilitation, redress, apology, credibility, and attentiveness.

**Results:** The results of the analysis show that there is a strong correlation between customer experience and patient loyalty at RSKGM FKG UI with aspects of customer experience that are most related to loyalty are aspects of act and relate. Meanwhile, there is a weak correlation between complaint handling and patient loyalty at RSKGM FKG UI.

**Conclusion:** Improved service quality, good communication, patient engagement, and efforts to understand patient needs through understanding customer experience and complaint handling can help build strong and sustainable relationships with patients, which will strengthen their loyalty to the hospital. Therefore, strategies are needed to improve customer experience and complaint handling in hospitals through Customer Experience Management (CEM) and Customer Relationship Management (CRM) in accordance with patient needs.