

Hubungan Kualitas Pelayanan Terhadap Minat Kunjungan Ulang Melalui Word Of Mouth Pada Pasien Rawat Inap di Rumah Sakit Hermina Tangerang = The Relationship Between Service Quality and Revisit Intention Through Word of Mouth Among Inpatients at Hermina Hospital Tangerang

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Abstrak

Latar Belakang: Pencapaian kinerja Rawat Jalan, Instalasi Gawat Darurat (IGD) dan Bed Occupancy Rate (BOR) di Rumah Sakit (RS) Hermina Tangerang mengalami fluktuatif, belum mencapai target yang ditentukan dan trendlinenya cenderung mengalami penurunan pada periode tahun 2018-2023. Penilaian google review RS Hermina Tangerang adalah 4,1 dari 5, dimana masih didapatkan banyak keluhan mengenai kualitas pelayanan rawat inap di RS Hermina Tangerang. Hal ini mungkin menjadi penyebab rendahnya kunjungan ulang pasien ke RS Hermina Tangerang, Sehingga pencapaian Rawat Jalan, IGD dan BOR di RS Hermina Tangerang tidak mencapai target yang telah ditentukan. Apabila pencapaian tersebut dibiarkan terjadi terus menerus, akan berdampak signifikan pada pendapatan Rumah Sakit. Metode penelitian yang digunakan adalah mix methode, dengan tahap pertama survey, dan tahap kedua dengan action research. Data dikumpulkan melalui kuesioner yang dibagikan kepada pasien rawat inap di RS Hermina Tangerang dan wawancara dengan informan kunci. Analisis data kuantitatif dilakukan menggunakan model persamaan struktural (SEM) dengan pendekatan partial least square (PLS). Hasil penelitian menunjukkan bahwa kualitas pelayanan memiliki pengaruh positif dan signifikan terhadap Word Of Mouth (WOM) dan minat kunjungan ulang pasien. Dimensi kualitas pelayanan yang meliputi tangibles, reliability, responsiveness, assurance, dan empathy, semuanya berkontribusi secara signifikan terhadap peningkatan WOM dan minat kunjungan ulang. Selain itu, WOM juga terbukti memiliki pengaruh positif dan signifikan terhadap minat kunjungan ulang pasien. Kesimpulan: Kualitas pelayanan rawat inap di Rumah Sakit Hermina Tangerang sudah baik. Namun masih ada nilai dalam dimensi kualitas pelayanan yang kecil, menjadi ruang untuk RS Hermina Tangerang melakukan perbaikan dan meningkatkan kualitas pelayanan. Saran bagi manajemen rumah sakit adalah untuk terus meningkatkan kualitas pelayanan guna meningkatkan loyalitas pasien dan keberhasilan bisnis rumah sakit.

.....Background: The performance achievements in Outpatient Services, Emergency Department (ED), and Bed Occupancy Rate (BOR) at Hermina Hospital Tangerang have been fluctuating, not reaching the set targets, and the trendline has tended to decline during the period 2018-2023. The Google review rating for Hermina Hospital Tangerang is 4.1 out of 5, where there are still many complaints regarding the quality of inpatient services at Hermina Hospital Tangerang. This may be the cause of the low rate of revisit intention patient to Hermina Hospital Tangerang. As a result, the achievements in Outpatient Services, ED, and BOR at Hermina Hospital Tangerang do not meet the predetermined targets. If this situation is allowed to continue, it will have a significant impact on the hospital's revenue. Methode: The research method used is a mixed method, with the first stage being a survey, and the second stage involving CDMG (Consensus Decision Making Group). Data were collected through questionnaires distributed to inpatients at Hermina Hospital Tangerang and interviews with key informants. Quantitative data analysis was conducted using

structural equation modeling (SEM) with a partial least square (PLS) approach. Result: The research results show that service quality has a positive and significant influence on Word Of Mouth (WOM) and revisit intention. The dimensions of service quality, including tangibles, reliability, responsiveness, assurance, and empathy, all contribute significantly to the increase in WOM and revisit intention. Moreover, WOM also has a proven positive and significant influence on revisit intention. Conclusion: The quality of inpatient services at Hermina Hospital Tangerang is already good. However, there are still low scores in certain service quality dimensions, providing an opportunity for Hermina Hospital Tangerang to make improvements and enhance service quality. The recommendation for hospital management is to continuously improve service quality to increase patient loyalty and business success of the hospital.