**UNIVERSITAS ANDALAS**

**HUBUNGAN *OUTCOME QUALITY, INTERACTION QUALITY, PEER-TO-PEER QUALITY , HOSPITAL BRAND IMAGE,* KEPUASAN PASIEN DAN LOYALITAS PASIEN RAWAT JALAN SEMEN PADANG HOSPITAL**

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**PROGRAM PASCASARJANA KESEHATAN MASYARAKAT**
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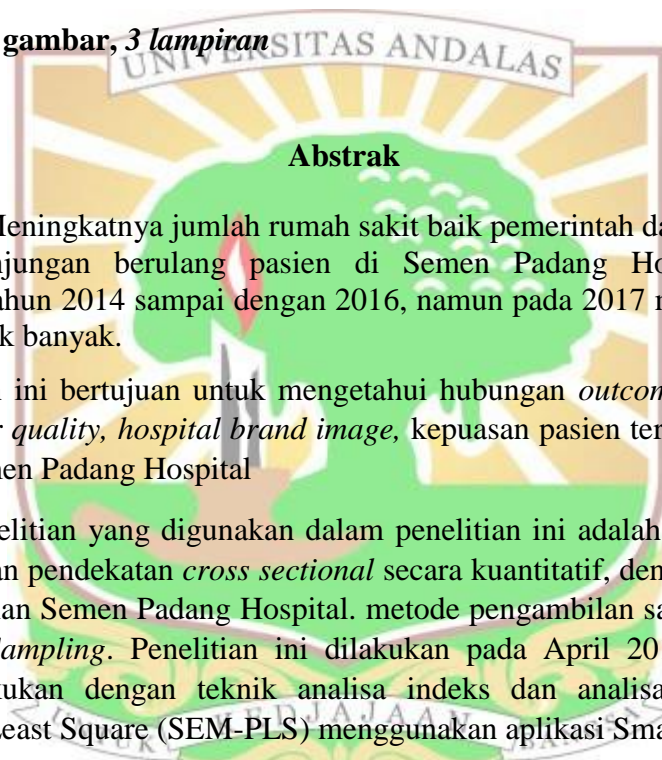**PADANG**
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**PROGRAM STUDI S2 KESEHATAN MASYARAKAT**

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**vii + 89, 21 tabel, 3 gambar, *3 lampiran***

**Abstrak**

**Latar Belakang** : Meningkatnya jumlah rumah sakit baik pemerintah dan swasta, termasuk di Kota padang. Kunjungan berulang pasien di Semen Padang Hospital menurun jika dibandingkan dari tahun 2014 sampai dengan 2016, namun pada 2017 meningkat tapi dengan persentase yang tidak banyak.

**Tujuan** : Penelitian ini bertujuan untuk mengetahui hubungan *outcome quality, interaction quality, peer to peer quality, hospital brand image,* kepuasan pasien terhadap loyalitas pasien poli rawat jalan Semen Padang Hospital

**Metode :** Jenis penelitian yang digunakan dalam penelitian ini adalah *explanatory research* dengan menggunakan pendekatan *cross sectional* secara kuantitatif, dengan sampel 165 orang pasien poli rawat jalan Semen Padang Hospital. metode pengambilan sampel yang digunakan adalah *Purposive Sampling*. Penelitian ini dilakukan pada April 2016 sampai Juli 2018. Analisis data dilakukan dengan teknik analisa indeks dan analisa Structural Equation Modelling- Partial Least Square (SEM-PLS) menggunakan aplikasi SmartPLS 2.0 m3.

**Hasil :** Hasil penelitian menunjukkan bahwa outcome quality dan interaction quality mempengaruhi kepuasan pasien secara signifikan, namun tidak diperngaruhi signifikan oleh peer-to-peer quality. Secara keseluruhan kepuasan pasien dipengaruhi oleh outcome quality, peer-to-peer quality dan interaction quality dengan nilai R-Square 0,45. Hospital brand image dan kepuasan pasien juga dibuktikan mempengaruhi loyalitas pasien secara signifikan dengan nilai R-Square 0,26.

Kata kunci : *outcome quality, interaction quality, peer to peer quality, hospital brand image,* kepuasan pasien, loyalitas pasien.

Pustaka : 30 (2004-2017)

**PUBLIC HEALTH S2 STUDY PROGRAM**

**GRADUATE PROGRAM**

**ANDALAS UNIVERSITY**

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**TESSA SAFITRI, BP 14203222028**

**THE IMPACT OF *OUTCOME QUALITY, INTERACTION QUALITY, PEER-TO-PEER QUALITY , HOSPITAL BRAND IMAGE,* PATIENT SATISFACTION AND PASTIENT LOYALITY AT SEMEN PADANG HOSPITAL POLYCLINIC**

**vii + 89 pages, 21 tabel, 3 pictures, 3 attachment**

## *ABSTRACT*

***Background :*** *At this time the hospital is faced with increasing competition in maintaining patient loyalty. This is evident from the increasing number of hospitals both government and private, including in the city of padang. Patient's revisit number in Semen Padang hospital has been been decreased from 2014 to 2016, in 2017 the revisit number increase but not much*

***Objective :*** *The purpose of this research is to find the impact of outcome quality, peer-to-peer quality, interaction quality, hospital brand image, patient satisfaction on patient loyalty at Semen Padang Hospital Polyclinic.*

***Method :*** *The method of this research is explanatory quantitative with cross sectional design, using 165 sampel of outpatient in Semen padang Hospital polyclinic by purposive sampling. This research start from April 2016 untill July 2018. The data is analyzed with descriptive analytic and Structural Equation Modelling- Partial Least Square (SEM-PLS) using application SmartPLS 2.0 m3.*

***Result :*** *The result of this research showed tha outcome quality and interaction quality has significant impact on patien satisfaction, but outcome quality doesn't have significan impact on it. Overall, patient satisfaction is impacted by outcome quality, peer-to-peer quality and interaction quality with R-square 0,45. Then, hospital brand image and patient satisfaction has significant impact on patient loyalty with R-square 0,26.*

***Keywords*** *: outcome quality, peer-to-peer quality, interaction quality, patient satisfaction, patient loyalty*

***References*** *: 30 (2004-2017)*