

Pengaruh Kepuasan Pasien dan Edukasi Media Sosial Terhadap Kunjungan Ulang Pasien Poli Gigi di Klinik Pratama Mitra Medis Indonesia

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Abstrak

<div style="text-align: justify;">Latar Belakang : Kunjungan ulang pasien gigi merupakan salah satu hal yang penting dalam keberhasilan perawatan penyakit gigi dan mulut serta pencegahan terhadap terjadinya kasus yang baru. Berbagai upaya telah dilakukan seperti renovasi sarana, edukasi melalui media sosial dan peningkatan skill untuk pelayanan akan tetapi jumlah pasien yang melakukan kunjungan ulang di klinik Pratama Mitra Medis Indonesia (KIMMI) belum sesuai dari angka yang ditargetkan, sehingga penting untuk melakukan evaluasi dan membuat strategi yang tepat dalam meningkatkan kunjungan ulang ini. Tujuan: Penelitian ini bertujuan untuk menganalisis pengaruh kepuasan pasien dan edukasi sosial media terhadap kunjungan ulang pasien poli gigi melalui loyalitas pasien sebagai variabel mediasi di klinik Pratama Mitra Medis Indonesia (KIMMI). Metode: Data primer diperoleh dari pengisian kuesioner oleh 103 responden yang melakukan kunjungan ulang ke KIMMI untuk mengerjakan kasus baru. Penilaian variabel kepuasan pasien dengan indikator Reliability, Responsiveness, Assurance, Emphaty dan Tangible, sedangkan variabel edukasi media sosial dinilai dengan indikator Sharing, Presence, Engagement, Reputation, loyalitas pasien dinilai dengan indikator Repeat puschase, paymore, advocate, retention, serta variabel Kunjungan Ulang. Hasil: Hasil analisis bivariat menunjukan semua indikator kepuasan pasien, edukasi media sosial, loyalitas pasien berpengaruh positif dan signifikan terhadap kunjungan ulang. Hubungan kepuasan pasien dan loyalitas pasien memiliki korelasi Pearson yang kuat (0,647), sedangkan edukasi media sosial ke kunjungan ulang berkorelasi lemah (0,377). Peran variabel loyalitas memediasi parsial dalam hubungan kepuasan pasien terhadap kunjungan ulang, dan loyalitas memediasi penuh dalam hubungan edukasi media sosial terhadap kunjungan ulang. Kesimpulan: Faktor-faktor yang berkorelasi kuat dengan kunjungan ulang dipertahankan dan ditingkatkan kualitasnya sedangkan faktor yang berkorelasi lemah seperti edukasi media sosial dapat dilakukan evaluasi agar KIMMI mempunyai penerapan strategi yang optimal dalam meningkatkan kunjungan ulang pasien poli gigi di KIMMI </div><hr /><div style="text-align: justify;">Background: Repeat dental visits are essential for the success of dental and oral disease treatment as well as for the prevention of new cases. Various efforts have been made, such as facility renovations, social media education, and improving service skills. However, the number of patients returning for follow-up visits at Klinik Pratama Mitra Medis Indonesia (KIMMI) has not met the targeted goals. Therefore, it is important to conduct an evaluation and develop effective strategies to increase these return visits. Objective: This study aims to analyze the influence of patient satisfaction and social media education on repeat dental visits, with patient loyalty as a mediating variable at Klinik Pratama Mitra Medis Indonesia (KIMMI). Methods: Primary data were obtained through questionnaires completed by 103 respondents who returned to KIMMI for new dental cases. The patient satisfaction variable was measured using the indicators of Reliability, Responsiveness, Assurance, Empathy, and Tangibles. The social media education variable was assessed using indicators of Sharing, Presence, Engagement, and Reputation. Patient loyalty was measured through indicators of Repeat Purchase, Pay More, Advocacy, and Retention, along with the Repeat Visit

variable. Results: Bivariate analysis showed that all indicators of patient satisfaction, social media education, and patient loyalty had a positive and significant effect on repeat visits. The correlation between patient satisfaction and loyalty was strong (Pearson correlation of 0.647), while the correlation between social media education and repeat visits was weak (0.377). Patient loyalty was found to partially mediate the relationship between patient satisfaction and repeat visits and fully mediate the relationship between social media education and repeat visits. Conclusion: Factors with a strong correlation to repeat visits should be maintained and improved in quality, while weaker factors such as social media education should be evaluated to help KIMMI develop optimal strategies to increase repeat dental visits at its clinic.</div>