

Analisis Hubungan Dimensi Kualitas Pelayanan Berdasarkan SERVQUAL dengan Loyalitas Pasien Berdasarkan Net Promoter Score (NPS) di Rumah Sakit Universitas Indonesia Tahun 2026

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Abstrak

Loyalitas pasien merupakan aset strategis bagi institusi kesehatan dalam mempertahankan keberlanjutan layanan. Di RSUI, meskipun kualitas medis dinilai baik, fluktuasi kepuasan terkait waktu tunggu dan informasi masih menjadi tantangan. Penelitian ini bertujuan untuk menganalisis variabel yang paling dominan memengaruhi loyalitas pasien dengan menggunakan indikator Net Promoter Score (NPS). Penelitian kuantitatif ini menggunakan desain studi cross sectional. Data dikumpulkan pada periode April hingga Mei 2026 melalui kuesioner terhadap pasien di RSUI. Analisis data dilakukan secara bertahap meliputi uji univariat, bivariat dengan Chi-Square, dan multivariat menggunakan Regresi Logistik Multinomial untuk menentukan prediktor loyalitas yang paling dominan. Hasil analisis multivariat pada model final menunjukkan bahwa secara simultan, dimensi kualitas pelayanan dan karakteristik responden mampu menjelaskan loyalitas pasien sebesar 52,4% (Nagelkerke Pseudo R-Square). Dimensi Responsiveness (Ketanggapan) ditemukan sebagai prediktor paling dominan terhadap status Promoter dengan nilai (p-value = 0,001) dan Odds Ratio (OR) sebesar 38,9. Hal ini berarti pasien yang merasakan ketanggapan layanan yang baik memiliki peluang 38,9 kali lebih besar untuk menjadi Promoter dibandingkan mereka yang merasa kurang puas. Selain itu, dimensi Empathy (OR = 11) juga berpengaruh signifikan. Dari sisi karakteristik responden, Jenis Jaminan (OR = 3,84) dan Usia (OR = 5,1) teridentifikasi sebagai variabel perancu di mana pasien BPJS dan kelompok usia >35 tahun memiliki kecenderungan loyalitas yang lebih tinggi. Loyalitas pasien di RSUI sangat ditentukan oleh efisiensi waktu pelayanan (Responsiveness) dan kualitas interaksi petugas (Empathy). RSUI disarankan memprioritaskan transformasi alur operasional di unit farmasi dan administrasi serta mempertahankan standar kompetensi petugas guna meningkatkan proporsi pasien yang bersedia merekomendasikan layanan rumah sakit.

Patient loyalty is a strategic asset for healthcare institutions in maintaining service sustainability. At RSUI, although the medical quality is considered good, fluctuations in satisfaction related to waiting time and information delivery remain a challenge. This study aimed to analyze the most dominant variables influencing patient loyalty using the Net Promoter Score (NPS) indicator. This quantitative study employed a cross-sectional design. Data were collected from April to May 2026 through questionnaires distributed to patients at RSUI. Data analysis was conducted in stages, including univariate analysis, bivariate analysis using the Chi Square test, and multivariate analysis using Multinomial Logistic Regression to determine the most dominant predictors of patient loyalty. The results of the multivariate analysis in the final model showed that, simultaneously, service quality dimensions and respondent characteristics were able to explain 52.4% of patient loyalty (Nagelkerke Pseudo R-Square). The Responsiveness dimension was identified as the most dominant predictor of Promoter status with a p-value of 0.001 and an Odds Ratio (OR) of 38.5. This indicates that patients who perceived good service responsiveness were 38.5 times more likely to become Promoters compared to those who were less satisfied. In addition, the Empathy dimension (OR = 11) also had significant effects. Regarding respondent

characteristics, Type of Health Insurance (OR = 3.84) and Age (OR = 5.1) were identified as confounding variables, where BPJS patients and patients aged over 35 years showed a higher tendency toward loyalty. Patient loyalty at RSUI is strongly influenced by service efficiency (Responsiveness) and the quality of staff interactions (Empathy). RSUI is therefore recommended to prioritize operational workflow transformation in the pharmacy and administrative units, while maintaining staff competency standards in order to increase the proportion of patients willing to recommend the hospital's services.