ABSTRACT

THE CORELATION SATISFACTION OF PATIENTS WITH LOYALTY IN STAY NURSING UNIT, CLASS I, II, III A, III B REKSA WALUYO HOSPITAL MOJOKERTO CITY

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Penelitian *Cross sectional*

Satisfaction and loyalty are the factors that have influence on the prospect of a hospital. The achievement *Bed Occupancy Rate (BOR)* in the Reksa Waluya hospital in 2010 which has value 50,51 % is still below the standard of DEPKES (60-80%). The purpose of this research is to know the relation between satisfaction of patients and loyalty in the Unit Rawat Inap Kelas I, II, III A, III B Reksa Waluya hospital, Mojokerto City.

This research design uses *Cross Sectional*, at stay nursing unit of Tribuana dan Airlangga's. The Dependent Variables are satisfactions of patient and loyalities. The average target population of Tribuana Unit 5-7 patients and Airlangga Unit 9-10 Patients are being nursed. Technical sample is using consecutive sampling, was getting 28 samples. Those data were being gotten by *Likert* skala questioner and were being analysed by *Sperman rank* statistic. The coefficient corelations knew $P<0,05$.

Based on statistic test there is connection satisfaction of the patients in five dimensions, those are; Tangible dimension ($p=0,033$, $r=0,408$) by loyality and to responsive dimension ($p=0,379$, $r=0,404$) with assurance dimension ($p=0,046$, $r=0,379$), likewise to empathy dimension ($p=0,043$, $r=0,385$) with reliability dimension ($p=0,087$, $r=0,396$) by loyality in stay nursing unit, class I, II, IIIA, IIIB Reksa Waluyo Hospital Mojokerto City.

Based on the result above, we can conclude that if there is high patient's satisfaction, it will give positive impact on the loyalty although the raising will be not in the same degree. Because of that reason, a Reksa Waluya hospital is expected to increase the quality service and evaluate the patient's satisfaction continuously such that the loyalty can be increased.

Key Word :   **Quality service servqual model, satisfaction, loyalty**