

## ABSTRACT

### **CORRELATION BETWEEN SERVICE QUALITY AND SATISFACTION AND LOYALTY OF BPJS PATIENTS IN UNGARAN GENERAL HOSPITAL**

#### **An Analytic Descriptive Study**

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**Introduction:** National health insurance, the BPJS, is a guarantee of health protection for participants to obtain good quality services, so that the patient will feel satisfied with the health services provided that are likely to form loyalty. The purpose of this study was to analyze correlation between quality of nursing care and satisfaction and loyalty of BPJS patients.

**Methods:** This study was an analytic descriptive study with population consisted of all patients hospitalized at Ungaran General Hospital, District Semarang. Total sample comprised 63 patients who were determined using cluster sampling. Data were collected using questionnaires modified from Grönroos' theory, Parasuraman's SERVQUAL theory, and Zeithmal's Loyalty, and analyzed using binary logistic regression test with a significance level of  $p < 0.05$ .

**Results:** The results showed that the value of service quality significance ( $p = 0.019$ ) and satisfaction ( $p = 0.009$ ) correlated to patient's loyalty. Satisfaction variable had the highest probability than nursing quality to establish customer loyalty to the hospital. The service quality variable and satisfaction had a probability of 88.5% to create a customer to become a loyal one to the hospital.

**Discussion:** Customers who received good quality services in accordance with their judgment would be satisfied with the services of the hospital, and would finally form loyalty. Suggestion was addressed to future researcher necessary to continue research about relation between promotion and brand image with patient loyalty. That research necessary to do because patient who satisfied disposed introduce hospital services to anyone else.

**Keywords:** service quality, customer satisfaction and loyalty, BPJS patient