

**ABSTRACT**

**Analysis of Perceived Health Care Quality and Customer Voice  
on the Satisfaction and Loyalty as the Effort to Increase Inpatient Admission  
at Hospital  
(A Study at Muji Rahayu Surabaya Hospital)**

The quality of service is one of important aspects for hospital to survive and win the competition on health industry. The quality of hospital services is measured by three dimensions covering the quality of interaction, the quality of physical environment and the quality of the result. The current competition depends on the company's relationship with its customers. Customer Voice is defined as a hospital effort to create long-term relationship with patients, establish partnership relation, and handle complaints during the process and after-purchased. Another aspect that also plays important role for hospital is patient satisfaction and patient loyalty. This study was intended to analyze perceived health care quality, customer voice (need and expectancy), satisfaction and loyalty to increase inpatient admission at hospital. The method used was observational-analytic with cross-sectional design. This study was carried out with 116 inpatients of Muji Rahayu Surabaya Hospital. The data was collected by distributing questionnaires randomly among respondents. The data obtained were analyzed by descriptive and regression statistical methods with  $p < 0.05$ . The results of the regression analysis indicated that perceived health care quality had a significant effect on patient satisfaction. Physical Environment Quality ( $p=0,008$ ,  $b=0,199$ ), Interaction Quality ( $p=0,000$ ,  $b=0,471$ ), Outcome Quality ( $p=0,005$ ,  $b=0,238$ ). Regression analysis showed patient satisfaction had a significant effect on patient loyalty ( $p=0,000$ ,  $b=0,367$ ). In conclusion, perceived health care quality have a strong influence on patient satisfaction. Patient satisfaction have a strong influence on patient loyalty.

**Keywords:** perceived health care quality, customer voice, patient satisfaction, patient loyalty

**ABSTRAK**

**Analisis *Perceived Health Care Quality* dan *Customer Voice* terhadap  
Kepuasan dan Loyalitas sebagai Upaya Peningkatan Admisi Rawat Inap  
Rumah Sakit  
(Studi di Rumah Sakit Muji Rahayu Surabaya)**

Kualitas pelayanan merupakan salah satu aspek penting bagi rumah sakit untuk bertahan dan memenangkan persaingan dalam industri jasa kesehatan. Kualitas pelayanan rumah sakit dapat diukur melalui tiga dimensi yaitu kualitas interaksi, kualitas lingkungan fisik dan kualitas hasil. Persaingan bisnis yang terjadi saat ini sangat bergantung pada hubungan perusahaan dengan pelanggannya. *Customer Voice* adalah upaya rumah sakit menciptakan hubungan jangka panjang dengan pasien, menjalin hubungan kemitraan dan menangani keluhan selama proses maupun purna beli. Aspek lain yang tidak kalah pentingnya bagi rumah sakit adalah kepuasan pasien dan loyalitas pasien. Penelitian ini bertujuan untuk menganalisis *perceived health care quality*, *customer voice* (*need* dan *expectancy*), kepuasan dan loyalitas dalam upaya peningkatan admisi pasien rawat inap rumah sakit. Metode penelitian ini adalah *observasional*-analitik dengan rancang studi *cross-sectional*. Penelitian ini dilakukan pada 116 pasien rawat inap Rumah Sakit Muji Rahayu Surabaya. Data dikumpulkan dengan penyebaran kuesioner secara acak di antara responden. Data yang diperoleh dianalisis dengan metode statistik deskriptif dan regresi dengan  $p < 0.05$ . Hasil analisis regresi menunjukkan bahwa *perceived health care quality* memiliki pengaruh signifikan positif terhadap kepuasan pasien. *Physical Environment Quality* ( $p=0,008$ ,  $b=0,199$ ), *Interaction Quality* ( $p=0,000$ ,  $b=0,471$ ), *Outcome Quality* ( $p=0,005$ ,  $b=0,238$ ). Analisis regresi menunjukkan kepuasan pasien memiliki pengaruh signifikan positif terhadap loyalitas pasien ( $p=0,000$ ,  $b=0,367$ ). Kesimpulannya, *perceived health care quality* memiliki pengaruh yang kuat terhadap kepuasan pasien. Kepuasan pasien memiliki pengaruh yang kuat terhadap loyalitas pasien.

**Kata kunci:** *perceived health care quality*, *customer voice*, kepuasan pasien, loyalitas pasien