

**PENGARUH CITRA, KUALITAS LAYANAN DAN KEPUASAN TERHADAP LOYALITAS PASIEN DI POLIKLINIK EKSEKUTIF RUMAH SAKIT DAERAH dr. SOEBANDI KABUPATEN JEMBER**

**Nurullah Hidajahningtyas<sup>1</sup>  
Andi Sularso<sup>2</sup>  
Imam Suroso<sup>3</sup>**

*Abstract*

*The study aimed to examine the effect of brand image of dr Soebandi executive polyclinic, service quality and satisfaction to patient loyalty. There were six hypotheses were tested with path analysis using partial least squares instrument. Data were collected using a questionnaire. The results showed that first, second, third, and five hypotheses were received. Brand image influenced service quality and patient satisfaction. Analysis of direct and indirect effects indicated that the quality of service and patient satisfaction were intervening variables in the relationship with the brand image of an executive polyclinic to patient loyalty. Another hypothesis were rejected.*

*Service quality and satisfaction were an important mediator in the relationship between brand image and loyalty. These findings implied that the quality and satisfaction were intervening variables to patient loyalty. Brand image played an important role in changing service quality and patient satisfaction. It would lead to better patient loyalty are higher as well.*

**Key words:** *brand image, service quality, satisfaction, patient loyalty*

**1. PENDAHULUAN**

**1.1 Latar belakang**

Rumah sakit menghadapi persaingan yang kompetitif karena kebijakan pasar terbuka di industri layanan medis (Kim *et al.*, 2008b). Pertumbuhan jumlah penduduk dan peningkatan kepedulian pada kesehatan mendorong permintaan layanan masyarakat. Oleh karena itu, bidang pelayanan kesehatan kini mengubah diri kearah orientasi pelanggan. Rumah sakit berusaha membangun strategi pemasaran yang menaikkan citra di masyarakat untuk meningkatkan kepuasan, loyalitas pasien dan kinerja.

Rumah Sakit Daerah dr. Soebandi Jember merupakan pelayanan kesehatan milik pemerintah Kabupaten Jember. Pada tahun 2011 Rumah Sakit Daerah dr. Soebandi Jember memperoleh akreditasi penuh enam belas bidang pelayanan dan ditetapkan sebagai Rumah Sakit Pendidikan Utama Fakultas Kedokteran Universitas

<sup>1</sup>Program Studi Magister Manajemen Fakultas Ekonomi Universitas Jember

<sup>2</sup>Program Studi Magister Manajemen Fakultas Ekonomi Universitas Jember

<sup>3</sup>Program Studi Magister Manajemen Fakultas Ekonomi Universitas Jember