

ABSTRAK

Peran dokter spesialis yang cukup besar dalam pelayanan di rumah sakit membuat posisi tawar dokter spesialis cukup tinggi terhadap rumah sakit. Berbagai literatur menyatakan loyalitas cukup berperan penting dalam pembentukan keputusan seseorang dalam memilih tempat kerja dan memberikan komitmennya. Penelitian ini bertujuan untuk menganalisis pengaruh motivasi dan iklim organisasi terhadap loyalitas dokter spesialis. Penelitian *survey explanatory* ini menggunakan desain *cross-sectional*. Penelitian dilaksanakan di Rumah Sakit Umum Royal Prima Medan selama 1 (satu) bulan yaitu mulai bulan Juli 2021 sampai dengan Agustus 2021. Sampel yang terlibat sebanyak 50 orang yang ditentukan dengan kriteria inklusi adalah dokter spesialis yang telah bekerja minimal 2 tahun. Data dianalisis dengan uji *Chi-Square* dan uji regresi logistik berganda. Hasil uji statistik menggunakan Chi-Square menunjukkan bahwa motivasi berpengaruh signifikan terhadap loyalitas dokter spesialis, di mana hasil uji statistik menunjukkan bahwa kebutuhan fisik, dan kebutuhan penghargaan memiliki nilai p lebih kecil dari 0,05. Iklim organisasi juga berpengaruh terhadap loyalitas dokter spesialis, di mana hasil uji statistik menunjukkan bahwa fleksibilitas, responsibilitas, standar, dan komitmen memiliki nilai p lebih kecil dari 0,05. Dari hasil uji regresi logistik ganda menunjukkan variabel yang paling besar pengaruhnya terhadap loyalitas dokter spesialis adalah fleksibilitas. Dengan nilai Exp(B) sebesar 18,444 (95%CI 2,052-165,779), dapat dikatakan bahwa responden yang menyatakan fleksibilitas baik berpeluang lebih loyal 18 kali dibandingkan yang menyatakan fleksibilitas tidak baik. Kesimpulannya fleksibilitas yang baik akan meningkatkan loyalitas dokter spesialis. Penelitian ini menyimpulkan bahwa motivasi dan iklim organisasi berpengaruh signifikan terhadap loyalitas dokter spesialis. Aspek fleksibilitas pada iklim organisasi paling memengaruhi loyalitas dokter spesialis.

Kata kunci: motivasi, iklim organisasi, loyalitas, dokter spesialis

ABSTRACT

The role of specialist doctors in the hospital services is large, making the bargaining position of specialist doctors high against hospitals. Various literature states that loyalty plays an important role in the formation of a person's decision in choosing a place of work and giving commitment. This study analyzes the effect of motivation and organizational climate on the loyalty of specialist doctors. This explanatory survey research uses a cross-sectional design. The study was conducted at the Royal Prima General Hospital Medan for 1 (one) month starting from July 2021 to August 2021. The sample was 50 people who were determined by the inclusion criteria were specialist doctors who had worked for at least 2 years. Data were analyzed using the Chi-Square test and multiple logistic regression. The results of statistical tests using Chi-Square show that motivation has a significant effect on the loyalty of specialist doctors, where the results of statistical tests show that physical and esteem needs have a p value of less than 0.05. Organizational climate also affects the loyalty of specialist doctors, where the results of statistical tests show that flexibility, responsibility, standards, and commitment have p values less than 0.05. The results of the multiple logistic regression test show that the variable that has the greatest influence on the loyalty of specialist doctors is flexibility. With an Exp (B) value of 18,444 (95%CI 2,052-165,779), Respondents who stated good flexibility had 18 times more loyal than those who stated poor flexibility. In conclusion, good flexibility will increase the loyalty of specialist doctors. This study concludes that motivation and organizational climate have a significant effect on the loyalty of specialist doctors. The aspect of flexibility in the organizational climate has the most influence on the loyalty of specialist doctors.

Keywords: motivation, organizational climate, loyalty, specialist doctor

