ABSTRAK

Menghadapi persaingan di bidang layanan kesehatan ini, penyedia jasa pelayanan kesehatan dituntut untuk selalu memberikan layanan yang baik untuk meningkatkan kualitas pelayanannya supaya kepercayaan pasien selalu diberikan kepada penyedia pelayanan kesehatan sehingga dapat berdampak pada kepuasan pasien. Tujuan penelitian ini adalah untuk mengetahui pengaruh penjelasan dokter dan durasi pengambilan obat terhadap loyalitas pasien BPJS dengan variabel kepuasan pasien sebagai varaibel intervening (studi pada pasien pengguna BPJS kesehatan di RSU Royal Prima Medan). Jenis penelitian ini adalah penelitian kuantitatif yang bersifat analitik. Populasi dalam penelitian ini adalah rata - rata pasien BPJS yang datang berobat ke Instalasi Rawat Inap RSU Royal Prima Medan 3 bulan terakhir yang berjumlah 1.653 pasien. Pengambilan sampel menggunakan estimasi interprestasi dengan *Structural Equation Modelling* (SEM) dengan jumlah sampel sebanyak 200. Analisis data menggunakan univariat, bivariat, mutivariat dan path analysis. Hasil penelitian menunjukkan terdapat pengaruh penjelasan dokter terhadap loyalitas pasien BPJS di RSU Royal Prima Medan *P – Value* < 0,05, terdapat pengaruh durasi pengambilan obat terhadap loyalitas pasien BPJS di RSU Royal Prima Medan *P – Value* < 0,05, terdapat pengaruh penjelasan dokter terhadap kepuasan pasien BPJS di RSU Royal Prima Medan *P – Value* < 0,05, terdapat pengaruh durasi pegambilan obat terhadap kepuasan pasien BPJS di RSU Royal Prima Medan *P – Value* < 0,05, terdapat pengaruh kepuasan pasien BPJS di RSU Royal Prima Medan memediasi penjelasan dokter terhadap loyalitas pasien BPJS di RSU Royal Prima Medan *P – Value* < 0,05, terdapat pengaruh kepuasan pasien BPJS di RSU Royal Prima Medan memediasi durasi pengambilan obat terhadap loyalitas pasien BPJS di RSU Royal Prima Medan *P – Value* < 0,05, terdapat pengaruh kepuasan pasien BPJS di RSU Royal Prima Medan terhadap loyalitas pasien *P – Value* < 0,05.

Kata Kunci: Penjelasan dokter, Durasi pengambilan obat, Loyalitas, Kepuasan

ABSTRACT

Facing competition in the health service sector, health service providers are required to always provide good service to improve the quality of their services so that patient trust is always given to health service providers so that this can have an impact on patient satisfaction. The aim of this research is to determine the effect of the doctor's explanation and the duration of taking medication on BPJS patient loyalty with the patient satisfaction variable as an intervening variable (study on patients using BPJS health at RSU Royal Prima Medan). This type of research is quantitative research that is analytical in nature. The population in this study was the average BPJS patient who came for treatment to the Royal Prima RSU Medan Inpatient Installation in the last 3 months, totaling 1,653 patients. Sampling used interpretive estimation with Structural Equation Modeling (SEM) with a sample size of 200. Data analysis used univariate, bivariate, mutivariate and path analysis. The results of the research show that there is an influence of the doctor's explanation on the loyalty of BPJS patients at RSU Royal Prima Medan P - Value < 0.05, there is an influence of the duration of taking medication on the loyalty of BPJS patients at RSU Royal Prima Medan P - Value < 0.05, there is an influence of the doctor's explanation on BPJS patient satisfaction at RSU Royal Prima Medan P - Value < 0.05, there is an influence of the duration of taking medication on BPJS patient satisfaction at RSU Royal Prima Medan P - Value < 0.05, there is a mediating influence on BPJS patient satisfaction at RSU Royal Prima Medan the doctor's explanation of the loyalty of BPJS patients at RSU Royal Prima Medan P - Value < 0.05, there is an influence of BPJS patient satisfaction at RSU Royal Prima Medan mediating the duration of taking medication on the loyalty of BPJS patients at RSU Royal Prima Medan P - Value < 0.05, There is an influence of BPJS patient satisfaction at RSU Royal Prima Medan on patient loyalty P - Value < 0.05.

Keywords: *Doctor's explanation, Duration of taking medication, Loyalty, Satisfaction*