

Abstract

Hospital-service quality is crucial factor in maintaining patients trust and interest. Wahyu Hospital Medan was one of the favourable hospitals. There has been a twenty-nine percent (29%) declining of in-patient for the last two years (2022-2023). This declining is presumably related to patients' perception due to the services quality provided by the hospital. This research aims to analyze the effect of patients perception about service quality on the interest of in-patients' repeat visit at Wahyu Hospital Medan.

This research is conducted in qualitative approach with retrospective design. The sampling technique applied in this research is random sampling retrieved from all in-patient population. The Data analysis applied is the invariant, bi-variant and multi-variant.

Bi-variant analysis shows that there is a correlation of patient's perception on the physical evidence quality ($p < 0,001$), reliability ($p < 0,001$), responsiveness ($P = 0,004$), and assurance ($p < 0,001$) with the interest on repeat visit. In terms of multivariate, the most significant variables effecting the in-patients' perception are the perception on physical evidence and assurance quality. On the other hand, reliability, responsiveness and empathy are functioned as the the co-founding variables. The suggestion for Wahyu hospital is to improve its service quality aspect, primarily the physical evidence and assurance to enhance in-patient satisfaction and interest on repeat visit.

Key words: *Perception, service quality, repeat visit*