

ABSTRAK

PENGARUH DIMENSI – DIMENSI KUALITAS PELAYANAN DAN DIMENSI – DIMENSI KEPUASAN TERHADAP KEPUASAN KUMULATIF DAN NIAT PEMBELIAN ULANG JASA RUMAH SAKIT

Studi Kasus Pada Pasien Kelas II dan III Rumah Sakit Bethesda Yogyakarta

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Penelitian ini berdasar pada penelitian sebelumnya yang dilakukan oleh C. Boshoff and B. Gray (2004). Penelitian ini bertujuan untuk mengetahui pengaruh dimensi – dimensi kualitas pelayanan terhadap kepuasan kumulatif dan niat beli ulang dan untuk mengetahui pengaruh dimensi - dimensi kepuasan terhadap kepuasan kumulatif dan niat beli ulang.

Teknik pengumpulan data menggunakan kuesioner dengan metode sampling aksidental. Sampel yang diambil sebanyak 100 responden. Teknik analisis data menggunakan analisis regresi linier berganda untuk menjawab tujuan penelitian. Dalam penelitian ini uji validitas dilakukan dengan *confirmatory factor analysis* dan uji reliabilitas menggunakan *Cronbach's Alpha*.

Hasil penelitian mengindikasikan bahwa : (1). Ada pengaruh signifikan dimensi – dimensi kualitas pelayanan terhadap kepuasan kumulatif. (2). Ada pengaruh signifikan dimensi – dimensi kualitas pelayanan terhadap niat beli ulang. (3) Ada pengaruh signifikan dimensi – dimensi kepuasan terhadap kepuasan kumulatif. (4). Ada pengaruh signifikan dimensi – dimensi kepuasan terhadap niat beli ulang.

ABSTRACT

THE INFLUENCE OF SERVICE QUALITY DIMENSIONS AND SATISFACTION DIMENSIONS TO THE CUSTOMER CUMULATIVE SATISFACTION AND HOSPITAL SERVICES REPURCHASE INTENTION

A Study Case on Patients Class II and III at Bethesda Hospital Yogyakarta

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This research was based on previous research conducted by C. Boshoff and B. Gray (2004). The purposes of this study were to investigate: (1). The influence of dimensions of service quality to cumulative satisfaction and repurchase intention. (2). The influence of dimensions of satisfaction to cumulative satisfaction and repurchase intention.

The technique of data analysis was multiple linear regression method. Accidental sampling procedure was used in this study and 100 questionnaires were distributed to respondents. In this research validity test was using confirmatory factor analysis and reliability test was using Cronbach's Alpha.

The result of the research indicated that : (1). There was significant influence between dimensions of service quality towards cumulative satisfaction. (2). There was significant influence between dimensions of service quality towards repurchase intention. (3). There was significant influence between dimensions of satisfaction towards cumulative satisfaction. (4). There was significant influence between dimensions of satisfaction towards repurchase intention.