

ABSTRAK

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PERAN INSTAGRAM SEBAGAI MEDIA SOSIAL TERHADAP KEPUASAN DAN LOYALITAS PASIEN DI RUMAH SAKIT SWASTA

(xiv + 105 halaman; 6 gambar; 18 tabel; 9 lampiran)

Persaingan antar rumah sakit menjadi tantangan untuk mempertahankan kepuasan serta loyalitas pasien. Banyak faktor yang berhubungan dengan kepuasan pasien, yakni komunikasi, terutama di era digital ini dimana pasien dapat mengakses media sosial dengan mudah. Tidak hanya komunikasi antara rumah sakit dengan pasien, komunikasi antara dokter dan pasien juga memiliki peranan penting. Penelitian ini bertujuan untuk menganalisis: pengaruh positif *patient trust toward hospital*, *hospital-patient communication*, *perceived image hospital*, dan *perceived image doctor* terhadap *patient satisfaction*, serta pengaruh positif *patient satisfaction* terhadap *patient loyalty*. Pengumpulan data dilakukan menggunakan kuesioner *online*. Target populasi penelitian adalah orang yang pernah mendapatkan pelayanan di rumah sakit swasta, menggunakan media sosial, dan bersedia menjadi responden. Penentuan jumlah sampel ditentukan sebesar 244 sampel. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diolah menggunakan *Partial Least Square-Structural Equation modelling* (PLS-SEM). Hasil penelitian menunjukkan bahwa *patient trust toward hospital*, *hospital-patient communication*, dan *perceived image hospital* tidak berpengaruh terhadap *patient satisfaction*. Sedangkan *perceived image doctor* berhubungan positif dengan *patient satisfaction*. Terakhir, *patient satisfaction* berpengaruh positif terhadap *patient loyalty* dalam konteks Instagram sebagai media sosial Instagram. Oleh karena itu, dokter perlu meningkatkan citranya dalam konteks media sosial dengan tujuan untuk meningkatkan kepuasan pasien akan pelayanan rumah sakit sehingga loyalitas pasien pun meningkat. Harapannya pasien tidak hanya memperhatikan dokter sebagai unit utama pelayanan rumah sakit, tetapi juga memperhatikan rumah sakit itu sendiri sebagai satu kesatuan.

Kata kunci: citra dokter, citra rumah sakit, komunikasi antara rumah sakit dan pasien, loyalitas pasien, kepercayaan pasien, kepuasan pasien, media sosial

ABSTRACT

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THE ROLE OF INSTAGRAM AS A SOCIAL MEDIA TOWARD PATIENT SATISFACTION AND LOYALTY IN THE PRIVATE HOSPITAL

(xiv + 105 pages; 6 figures; 18 tables; 9 appendices)

Competition between hospitals is a challenge to maintain patient satisfaction and loyalty. Many factors are related to patient satisfaction, namely communication, especially in this digital era where patients can access social media easily. Not only communication between hospitals and patients, communication between doctors and patients also has an important role. This study aims to analyze: the positive effect of patient trust toward the hospital, hospital-patient communication, the perceived image of the hospital, and the doctor's perceived image on patient satisfaction, as well as the positive effect of patient satisfaction on patient loyalty. Data collection was carried out using an online questionnaire. The target population of the study is people who have received services at a private hospital, use social media, and are willing to become respondents. Determination of the number of samples was determined by 244 samples. The sampling technique used purposive sampling. The data was processed using Partial Least Square-Structural Equation modeling (PLS-SEM). The results showed that in the context of Instagram as a social media, patient trust toward the hospital, hospital-patient communication, and the perceived image of the hospital did not have an effect on patient satisfaction. While the doctor's perceived image is positively related to patient satisfaction. Finally, patient satisfaction has a positive effect on patient loyalty in the role of Instagram social media. The doctor should improve his/her image in the context of social media in order to increase patient satisfaction so it will also increase patient loyalty. It is hoped that patients will not only pay attention to doctors as the main unit of hospital service, but also pay attention to the hospital itself as a unit.

Keywords: *hospital-patient communication, patient loyalty, patient trust, patient satisfaction, perceived image of doctor, perceived image of hospital, social media*