**ARTIKEL**

**Pengaruh Kualitas Pelayanan dan Penyampaian Jasa**

**Layanan Kesehatan Terhadap Nilai Bagi Pasien dan Dampaknya Pada Kepuasan Pasien Serta Implikasinya Pada Keputusan Pasien Menggunakan Kembali Layanan Jasa Kesehatan**

**(Studi Pada Pasien Rumah Sakit Islam di Wilayah Bandung Raya)**

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**ABSTRAK**

Tujuan penelitian yang dilakukan pada Rumah Sakit Islam di wilayah Bandung Raya ini adalah untuk menganalisis dan mengetahui ; Kualitas Pelayanan Jasa Rumah Sakit, Penyampaian Jasa Rumah Sakit, Nilai Pelanggan, Kepuasan Pasien dan keputusan Pasien untuk Menggunakan Kembali Jasa Layanan Rumah Sakit, besarnya pengaruh Kualitas Pelayanan Jasa Rumah Sakit dan Penyampaian Jasa Rumah Sakit terhadap Nilai Pelanggan baik secara parsial maupun simultan, pengaruh Nilai Pelanggan terhadap Kepuasan Pasien serta pengaruh Kepuasan Pasien terhadap Keputusan Pasien untuk Menggunakan Kembali Jasa Layanan Kesehatan Rumah Sakit. Metode penelitian yang digunakan adalah *descriptive survey* dan *explanatory survey*. Metode pengumpulan data yang digunakan adalah *cross sectional* dan teknik pengolahan data menggunakan analisis jalur

Berdasarkan analisis hasil penelitian, diperoleh temuan sebagai berikut ; Kualitas Pelayanan Jasa Rumah Sakit berada pada kriteria cukup baik, sedangkan variabel yang lain yaitu; Penyampaian Jasa, Nilai pelanggan, Kepuasan pasien dan keputusan pasien untuk menggunakan kembali jasa layanan kesehatan rumah sakit berada pada kriteria cukup baik menuju baik. Kualitas Pelayanan Jasa Rumah Sakit dan Penyampaian Jasa Rumah Sakit berpengaruh terhadap Nilai Pelanggan sebesar 72,43%. Sedangkan Nilai Pelanggan berpengaruh 75,5% terhadap Kepuasan Pasien, dan kontribusi Kepuasan Pasien terhadap keputusan pasien untuk menggunakan kembali jasa layanan kesehatan rumah sakit adalah sebesar 78 %

Kata Kunci : Kualitas Pelayanan, Penyampaian Jasa, Nilai Pelanggan, Kepuasan Pasien, Keputusan Pembelian Ulang

*Abstract*

*The objective of this research conducted at Islamic Hospital in Bandung Raya area’s is to analyze and know how about ; Hospital Service Quality, Service Delivery, Customer Value, Patient Satisfaction and Patient's Repurchase Buying Of HealthCare Service Decision, the influence value of partially and simultaneously of Hospital Service Quality and Hospital Service Delivery to Customer Value, the influence of Customer Value to Patient Satisfaction and Patient Satisfaction Influence on Patient Repurchase Buying of Healthcare Service Decision. Descriptive and explanatory survey was used as the metodology for this research. The method used for data collection was cross sectional and as a tabulation method of data, a path analysis was used.*

*Based on the analysis of the result obtained the following fondings ; Service Quality is in good enough criteria, the other variables are; Service Delivery, Customer Value, Patient Satisfaction and Patient Repurchase Buying of Healthcare Service Decision are at good enough to good criteria. Quality Service and Service Delivery have contribution to Customer Value in amount 72,43%. While, Customer Value to influence on the Patient Satisfaction value is about 75,5% , and Patient Satisfaction contribution to Patient Repurchase Buying of Healthcare Service Decision value is about 78 %*

*Keywords: Service Quality, Service Delivery, Customer Value, Patient Satisfaction, Repurchase Buying Decision*

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