

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *service quality* terhadap *patient loyalty* dengan *service encounter* dan *patient trust* sebagai variabel *intervening* pada pasien peserta JKN di RSUD Langsa. Banyaknya responden dalam penelitian ini yaitu 203 pasien peserta JKN di RSUD Langsa. Metode analisis data yang digunakan adalah *Structural Equation Modeling* dengan *Software AMOS*. Hasil penelitian ini menemukan bahwa secara langsung *service quality* berpengaruh positif dan signifikan terhadap *service encounter* dan *patient trust*, tetapi tidak berpengaruh signifikan terhadap *patient loyalty*, sedangkan *service encounter* berpengaruh positif dan signifikan terhadap *patient trust* dan *patient loyalty*, serta *patient trust* berpengaruh positif dan signifikan terhadap *patient loyalty*. Adapun hasil pengujian mediasi menemukan bahwa *service encounter* mampu memediasi secara parsial pengaruh *service quality* terhadap *patient trust*, tetapi tidak mampu memediasi secara signifikan pengaruh *service quality* terhadap *patient loyalty*, sedangkan *patient trust* mampu memediasi secara penuh pengaruh *service encounter* terhadap *patient loyalty*, tetapi tidak mampu memediasi secara signifikan pengaruh *service quality* terhadap *patient loyalty*.

Kata Kunci : *Service Quality, Service Encounter, Patient Trust* dan *Patient Loyalty*

ABSTRACT

This study aims to examine the effect of service quality on patient loyalty with service encounter and patient trust as intervening variables on JKN participating patients in Langsa District Hospital. The number of respondents in this study are 203 JKN participating patients at Langsa District Hospital. The data analysis method used is Structural Equation Modeling with AMOS Software. The results of this study found that service quality directly has a positive and significant effect on service encounters and patient trust, but have no significant effect on patient loyalty, while service encounters has a positive and significant effect on patient trust and patient loyalty, and patient trust has a positive and significant effect on patient loyalty. The results of the mediation test found that service encounters is able to partially mediate the influence of service quality on patient trust, but it is unable to significantly mediate the influence of service quality on patient loyalty, while patient trust is able to fully mediate the influence of service encounters on patient loyalty, but it is unable to mediate significantly mediate the influence of service quality on patient loyalty

Keywords : *Service Quality, Service Encounter, Patient Trust dan Patient Loyalty*