ABSTRAK
UNIVERSITAS MUHAMMADIYAH JEMBER
PROGRAM STUDI S1 ILMU KEPERAWATAN
FAKULTAS ILMU KESEHATAN

Skripsi, Juli 2024
Alif Rizky Abdillah Pranata

Nursing Care Responsiveness dengan *Patient Loyalty* di Instalasi Rawat Inap RSD Balung

Abstrak

Latar Belakang: *Responsiveness* mengacu pada keramahan perawat secara keseluruhan, kemampuan mereka untuk memberi informasi kepada pasien tentang prosedur keperawatan, dan kecepatan mereka dalam menanggapi permintaan bantuan pasien selama pemberian asuhan keperawatan. Semakin baik perawat dievaluasi dalam hal daya tanggap, kemungkinan besar kepuasan dan loyalitas pasien akan semakin tinggi. **Tujuan**: Menganalisis hubungan *nursing care responsiveness* dengan *patient loyalty* di instalasi rawat inap RSD Balung. **Metode:** Penelitian ini menerapkan desain penelitian korelasi dengan pendekatan Studi *Cross-Sectional* dengan jumlah sampel sebanyak 171 responden rawat inap ruang melati RSD Balung yang diambil menggunakan teknik *quota sampling*. Instrumen pada penelitian ini berupa kuesioner. **Hasil:** Ditemukan dari 10 responden menyatakan kurang tanggap dengan 80% tidak loyal dan 20% loyal. 161 responden menyatakan tanggap dengan 100% nya loyal. Uji statistik dimensi *responsiveness* dengan *patient loyalty* menggunakan *spearman rank* (*rho*) dengan α = 0,05 didapatkan *p value* = 0,000 dan r = 0,653 yang artinya dimensi *responsiveness* memiliki hubungan dalam kategori kuat dengan *patient loyalty*. **Simpulan:** Semakin tinggi *nursing care responsiveness* maka *patient loyalty* akan meningkat.

Kata kunci : *Responsiveness, Patient Loyalty, Nursing Care*
Daftar pustaka (2019 – 2024)

ABSTRACT
MUHAMMADIYAH UNIVERSITY OF JEMBER
BACHELOR'S STUDY PROGRAM IN NURSING SCIENCE
FACULTY OF HEALTH SCIENCES

Thesis, July 2024
Alif Rizky Abdillah Pranata

Nursing Care Responsiveness with Patient Loyalty at the RSD Balung Inpatient Installation

Abstract

Background: Responsiveness refers to the overall friendliness of nurses, their ability to provide information to patients about nursing procedures, and their speed in responding to patients' requests for assistance during the provision of nursing care. The better a nurse is evaluated in terms of responsiveness, the higher patient satisfaction and loyalty are likely to be. Objective: To analyze the relationship between nursing care responsiveness and patient loyalty in the RSD Balung inpatient installation. Method: This research applies a correlation research design with a Cross-Sectional Study approach with a total sample of 171 respondents in the jasmine room at RSD Balung taken using quota sampling technique. The instrument in this research is a questionnaire. Results: It was found that 10 respondents stated that they were less responsive, with 80% being disloyal and 20% being loyal. 161 respondents expressed responsiveness with 100% loyalty. The statistical test of the responsiveness dimension with patient loyalty using Spearman rank (rho) with $\alpha = 0.05$ obtained p value $= 0.000$ and $r = 0.653$, which means that the responsiveness dimension has a strong relationship with patient loyalty. Conclusion: The higher the nursing care responsiveness, the more patient loyalty will increase.

Keywords: Responsiveness, Patient Loyalty, Nursing Care
Bibliography (2019 – 2024)