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ABSTRACT

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THE RELATIONSHIP BETWEEN SHARIA BASED NURSING SERVICES AND PATIENT LOYALTY AT SULTAN AGUNG ISLAMIC HOSPITAL SEMARANG

62 pages + 11 tables + 2 figure + 18 appendices + xiv

Background: Sharia labelled hospitals have more responsibility in providing health services to patients. This challenge requires health care providers to compete by improving the quality of services so that patient loyalty is formed. The purpose of this study was to identify the relationship between sharia-based nursing services and patient loyalty in semarang hospital.

Methods: This research is a cross sectional quantitative study. The data were collected using a questionnaire of 105 respondents with total sampling technique. The data obtained were processed using spearman test.

Results: Based on the results obtained from the normality test, the data is abnormally distributed (0,000) so that it used the spearman test with p-value (0,002), and for analysis most respondents have characteristics of ages 36-45 (24,8%), the last education is mostly elementary 69 respondents (65,7%), 35 people (33,3%) had stayed for 4 days in the hospital. The results showed that in sharia-based nursing services with a moderate category, there were 2,9% of respondents stating loyal and 22,9% of them stated very loyal. In sharia-based nursing services with good categories, there are 4,8% of respondents stated loyal and 69,5% of them stated very loyal.

Conclusion: There is a relationship between sharia-based nursing services and pasien's loyalty in sultan agung Islamic hospital semarang (p-value 0,002).

Keywords: Sharia-based nursing services, patient loyalty

Bibliography: 41 (2001-2018)