

ABSTRAK

Kualitas pelayanan adalah salah satu unsur penting dalam suatu organisasi yang selalu di perhatikan oleh seorang manajer termasuk manajer rumah sakit. Kualitas pelayanan rumah sakit dapat dilihat dari berbagai dimensi yang disebut *SERVQUAL* (*service quality*). *Service quality TERRA* merupakan suatu alat ukur kualitas pelayanan antara lain *Tangibles* (tampilan fisik layanan), *Emphaty* (kemampuan memahami kebutuhan dan keinginan pelanggan), *Reliability* (kemampuan mewujudkan janji), *Responsivennes* (ketanggapan dalam memberikan pelayanan), *Asurance* (kemampuan memberikan jaminan layanan).

Untuk menguji variabel tersebut , peneliti menyebarkan kuisener kepada pelanggan (pasien dan keluarga pasien) yang telah merasakan pelayanan di ruang VIP RSUD Sunan Kalijaga Kabupaten Demak. Kuisener dibagikan sebanyak 100 responden, menggunakan kuota sampling karena belum diketahui populasi responden.

Hasil penelitian menunjukkan kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan di ruang VIP RSUD Sunan Kalijaga Kabupaten Demak.

Kata kunci : kualitas pelayanan *TERRA*(*Tangibles, Emphaty, Rliability, Responsivennes* ,*Assurance* dan loyalitas pelanggan)

ABSTRAK

Quality of service is one of the important elements in an organization that is always noticed by a manager including the hospital manager. The quality of hospital services can be seen from various dimensions called SERVQUAL (service quality). Service quality TERRA is a measure of service quality including Tangibles (physical appearance of services), Emphaty (ability to understand customer needs and desires), Reliability (ability to deliver promise), Responsivennes (responsiveness in providing services), Asurance (ability to guarantee service) .

To test these variables, the researchers distributed questionnaires to customers (patients and families of patients) who had felt service in the VIP room (WijayaKusuma, Amarilis I and Amarilis II) SunanKalijaga Hospital, Demak Regency. There were 100 respondents distributed questionnaires, where sampling was done using quota sampling because the population of respondents was not yet known.

The results showed that service quality had a positive and significant effect on customer loyalty in the VIP room of SunanKalijaga Hospital Demak Regency.

Keywords: *quality of TERRA services (Tangibles, Emphaty, Riliability, Responsivennes, Assurance and customer loyalty).*