

ABSTRACT

Background : Based on Marconi's theory, it is stated that the variables of brand image, ease of access, and facility value are related and affect loyalty. Puskesmas Simpang IV Sipin has experienced a decrease in the number of outpatient visits from 19,912 in 2021 to 5,375 visits in 2022. This study aims to determine the relationship between brand image, ease of access and facilities with the loyalty of Puskesmas Simpang IV Sipin outpatients.

Method : This study is a quantitative study with a cross sectional approach. The population in this study were patients who had received outpatient unit services at the Puskesmas Simpang IV Sipin with a sample size of 102 outpatients calculated using the Lemeshow formula. The research time was from October to December 2024 at Puskesmas Simpang IV Sipin. Analysis was carried out using univariate and bivariate with the chi square test.

Results : The results showed that out of 102 respondents, the majority percentage of Simpang IV Sipin Health Center outpatients with a loyal category attitude was 81 (79.4%). There is a relationship between brand image and patient loyalty ($p\text{-value} = 0.004$), there is a relationship between ease of access and patient loyalty ($p\text{-value} = 0.004$) and there is a relationship between facilities and patient loyalty ($p\text{-value} = 0.001$).

Conclusion : It is concluded that brand image variables, ease of access and facilities are significantly related to the loyalty of Puskesmas Simpang IV Sipin outpatients.

Keywords : Patient Loyalty, Brand Image, Ease of Access, Facilities.

ABSTRAK

Latar Belakang : Berdasarkan teori Marconi dinyatakan bahwa variabel brand image, kemudahan akses, dan nilai fasilitas berhubungan dan mempengaruhi loyalitas. Puskesmas Simpang IV Sipin telah mengalami penurunan jumlah kunjungan pasien rawat jalan dari 19.912 pada tahun 2021 menjadi 5.375 kunjungan pada tahun 2022. Penelitian ini bertujuan untuk mengetahui hubungan antara brand image, kemudahan akses dan fasilitas dengan loyalitas pasien rawat jalan Puskesmas Simpang IV Sipin.

Metode : Penelitian ini merupakan penelitian kuantitatif dengan pendekatan *cross sectional*. Populasi pada penelitian ini merupakan pasien yang pernah mendapatkan pelayanan unit rawat jalan di Puskesmas Simpang IV Sipin dengan jumlah sampel 102 pasien rawat jalan yang dihitung dengan rumus Lemeshow. Waktu penelitian dari bulan Oktober-Desember 2024 di Puskesmas Simpang IV Sipin. Analisis dilakukan menggunakan univariat dan bivariat dengan uji *chi square*.

Hasil : Hasil penelitian menunjukkan dari 102 responden didapatkan mayoritas presentase pasien rawat jalan Puskesmas Simpang IV Sipin dengan sikap kategori loyal sebanyak 81 (79,4%). Ada hubungan antara *brand image* dengan loyalitas pasien ($p\text{-value} = 0,004$), ada hubungan kemudahan akses dengan loyalitas pasien ($p\text{-value} = 0,004$) dan ada hubungan fasilitas dengan loyalitas pasien ($p\text{-value} = 0,001$).

Kesimpulan : Variabel brand image, kemudahan akses dan fasilitas berhubungan secara signifikan dengan loyalitas pasien rawat jalan Puskesmas Simpang IV Sipin.

Kata Kunci : Loyalitas Pasien, Brand Image, Kemudahan Akses, Fasilitas.