ABSTRACT

THE QUALITY OF SERVICE AND THE EFFECT ON OUTPATIENTS' INTEREST IN REVISITING THE POLYCLINIC OF FAISAL ISLAMIC HOSPITAL MAKASSAR

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Faisal Islamic Hospital (RS Islam Faisal) Makassar currently has a good service quality for outpatients' interest in revisiting the polyclinic because the number of patients has increased. However, some services are not what patients or consumers expect. Therefore, the service is still bad. This was felt by patients who visited the hospital when the services provided were getting better. In contrast, before the researchers conducted the study, there were still many areas for improvement in the form of medical devices and irregular service hours. The quality of service is considered good if the service provided is in accordance with what is expected while if it exceeds what is expected, then it can be said the service is very satisfactory. Therefore, it would be much better for the hospital to maintain qualified patients to be able to provide satisfaction to the patient. Revisiting interests are behaviors that appear in response to objects that show the customer's desire to make repurchases. The study aims to know the quality of service and the effect on outpatients' interest inrevisiting the polyclinic of Faisal Islamic Hospital Makassar.

The number of correspondents in this study is 750 patients and the number of samples is 254 patients who are revisiting the polyclinic of Faisal Islamic Hospital Makassar. This research uses the quantitative method by disseminating questionnaires and analyzing them using the SPSS application version 16.

The results of this study showed that the level of outpatients' interest in revisiting the polyclinic of Faisal Islamic Hospital Makassar can be seen from five aspects: tangible (physical evidence), reliability, responsiveness, assurance, and empathy. After analyzing the data, all these aspects had a good score.

Keywords: Service Quality, Outpatient, Interest in Revisiting