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LAMPIRAN
Lampiran 1 Kuesioner

INFORMED CONSENT
(PERSETUJUAN SETELAH PENJELASAN)

Assalamualaikum Warrahmatullahi Wabarakatuh,

Saya yang bertanda tangan di bawah ini adalah Mahasiswa Manajemen Rumah Sakit Program Studi Kesehatan Masyarakat Pascasarjana Universitas Hasanuddin Makassar yang akan mengadakan penelitian dengan judul **“Pengaruh Bauran Pemasaran dan Kepuasan Pasien Terhadap Niat Pemanfaatan Kembali pada Pasien Instalasi Rawat Inap Rumah Sakit Dirgahayu Samarinda”**.

Tidak ada risiko fisik yang akan terjadi dalam penelitian ini. Risiko yang mungkin didapat adalah waktu yang tersita dari pasien untuk menjawab pertanyaan ini sekitar 15-30 menit. Keuntungannya, informasi yang di berikan dapat menjadi masukan bagi manajemen rumah sakit tempat penelitian.

Pada penelitian ini, identitas anda akan disamarkan. Data penelitian ini akan dikumpulkan dan disimpan tanpa menyebutkan nama anda dalam arsip tertulis atau elektronik (komputer), yang tidak bisa dilihat oleh orang lain selain peneliti. Kerahasiaan data anda sepenuhnya akan dijamin. Bila data akan dipublikasikan, kerahasiaan tetap akan dijaga. Jika anda tidak ingin berpartisipasi, kami tidak akan memasukkan anda sebagai objek penelitian dan anda dapat menolak untuk mengisi kuesioner yang dibagikan.

Jika anda setuju untuk berpartisipasi, diharapkan untuk mengisi dan menandatangani formulir persetujuan mengikuti penelitian. Atas perhatian dan kesediaan Bapak/Ibu sebagai responden saya ucapkan terima kasih.

Makassar, Februari 2021

Peneliti

KUESIONER PENELITIAN

A. IDENTITAS RESPONDEN

1. Jenis Kelamin:

- Pria
- Wanita

2. Usia :

- 17-25Tahun
- 26-35 Tahun
- 36-45 Tahun
- 46-55 Tahun
- >55 Tahun

3. Pendidikan Terakhir :

- SD
- SMP
- SMA
- D3
- S1
- S2
- Lainnya.....

4. Pekerjaan:

- Pelajar
- Mahasiswa
- Wiraswasta
- Pegawai Swasta
- Pegawai Negeri
- Tidak Bekerja
- Lainnya.....

5. Kelas Perawatan:

- Kelas I
- Kelas II
- Kelas III
- VIP

6. Jarak rumah anda ke rumah sakit ini :

- <5 KM
- >5 KM

7. Sampai dengan kunjungan kali ini, sudah berapa kali anda melakukan pemeriksaan kesehatan di RS ini ?

- Sebutkan,Kali
- Tak Terhingga

B. Petunjuk Pengisian

Pilihlah pernyataan yang paling sesuai dengan pendapat anda dan apa yang anda rasakan selama di Rumah Sakit, dengan cara membuat centang atau *check list* (✓) pada salah satu kategori yang berada di sebelah kanan pernyataan.

Jawaban yang anda berikan tidak akan dinilai.

Kategori :

SS : Sangat Setuju

S : Setuju

KS : Kurang Setuju

TS : Tidak Setuju

STS : Sangat Tidak Setuju

A. MARKETING MIX

No	Pertanyaan	Penilaian				
		STS	TS	KS	S	SS
PRODUCT						
1	Menurut saya layanan kesehatan yang ditawarkan RS sangat beragam					
2						
3	Menurut saya, layanan kesehatan yang ditawarkan RS sesuai dengan kebutuhan saya					
PRICE						
4	Menurut saya, skema pembayaran yang ditawarkan RS memudahkan saya					
5	Menurut saya, tarif RS lebih mahal dibandingkan RS lain					
6	Menurut saya, tarif RS telah sesuai dengan pelayanan yang diberikan					
PROMOTION						
7	Saya mengenal RS dari kerabat saya					

No	Pertanyaan	Penilaian				
		STS	TS	KS	S	SS
8	Saya mengenal RS dari promosi yang dilakukan di media massa					
9	Saya mengetahui RS dari reputasi dokternya					
PLACE						
10	Menurut saya lokasi RS nyaman untuk berobat					
11	Lokasi RS mudah dijangkau dengan transportasi umum					
12	Lokasi RS strategis karena berada di pusat kota					
PEOPLE						
13	Dokter selalu berpakaian rapi ketika memberikan pelayanan					
14	Saya percaya dengan keahlian dokter dalam menangani masalah kesehatan pasien					
15	Saya percaya bahwa dokter menangani masalah kesehatan pasien sesuai dengan prosedur tepat guna					
16	Menurut saya, dokter di RS sangat professional					
17	Menurut saya tenaga penunjang di RS sangat professional					
PHYSICAL EVIDENCE						
18	Menurut saya, RS ini memiliki fasilitas pendukung layanan kesehatan modern					
19	Menurut saya, RS ini memiliki tata ruang yang baik					

No	Pertanyaan	Penilaian				
		STS	TS	KS	S	SS
20	Menurut saya, fasilitas umum di RS ini cukup lengkap					
PROCESS						
21	Menurut saya, proses administrasi di RS ini cepat					
22	Menurut saya, proses penanganan masalah kesehatan pasien di RS ini berjalan dengan wajar					
23	Saya tidak menemukan masalah terkait pengadaan obat yang dibutuhkan pasien					

Kategori :

- SP : Sangat Puas
P : Puas
KS : Kurang Puas
TP : Tidak Puas
STP : Sangat Tidak Puas

B. KEPUASAN PASIEN

No	Pernyataan	Penilaian				
		SP	P	KP	TP	STP
Respon Emosional						
1	Perhatian Dokter selama saya dirawat					
2	Perhatian Perawat selama saya dirawat					
3	Keramahan dokter selama saya dirawat					
4	Keramahan perawat selama saya dirawat					
5	Kesopanan dokter selama saya dirawat					

No	Pernyataan	Penilaian				
		SP	P	KP	TP	STP
6	Penjelasan secara menyeluruh oleh dokter mengenai diagnosis penyakit yang saya derita					
<i>Respon focus tertentu</i>						
7	Fasilitas yang tersedia di rumah sakit sesuai kebutuhan					
8	Ketersediaan peralatan canggih					
9	Rumah sakit menyediakan informasi tentang fasilitas layanan rumah sakit					
10	Ketersediaan obat selama perawatan					
11	Keakuratan hasil pemeriksaan fisik					
12	Keakuratan hasil pemeriksaan laboratorium					
13	Keakuratan hasil pemeriksaan radiologi					
<i>Respon waktu tertentu</i>						
14	Keamanan dan kenyamanan saya selama dirawat di rumah sakit ini					
15	Waktu tunggu pelayanannya cepat					
16	Letak rumah sakit yang strategis					
17	Kemudahan prosedur untuk mendapatkan pelayanan					
18	Jadwal kunjungan dokter selama saya dirawat					
19	Ketepatan waktu tindakan/perawatan seperti yang telah disepakati					
20	Ketersediaan makanan sesuai jadwal makan					

C. REPURCHASE INTENTION

No	Pernyataan	STS	TS	KS	S	SS
Repeat Purchase						
1	Saya bersedia memeriksakan diri lagi di RS Dirgahayu bila suatu saat Saya memerlukan kembali					
2	Saya akan menjadikan RS Dirgahayu menjadi pilihan utama					
Pay More						
3	Saya akan selalu mencari informasi mengenai RS Dirgahayu					
4	Bila dianjurkan, Saya bersedia melakukan pemeriksaan tambahan di bagian lain di RS Dirgahayu misalnya bagian Radiologi atau laboratorium					
Retention						
5	Saya bersedia untuk tetap melakukan kunjungan ke RS Dirgahayu, walaupun ada rumah sakit yang lain.					
6	Bagi saya, RS Dirgahayu ini merupakan tempat berobat yang terbaik					
Advocate						
7	Selama RS Dirgahayu ada, saya akan tetap menggunakan jasa rumah sakit ini					
8	Apabila suatu saat keluarga atau teman Saya membutuhkan pelayanan kesehatan, saya bersedia merekomendasikan mereka untuk datang ke RS Dirgahayu.					

Lampiran 2 Output SPSS

VALIDITAS

MARKETING MIX

Correlations

		A1	A3	AA
A1	Pearson Correlation	1	.602**	.886**
	Sig. (2-tailed)		.000	.000
	N	30	30	30
A3	Pearson Correlation	.602**	1	.903**
	Sig. (2-tailed)	.000		.000
	N	30	30	30
AA	Pearson Correlation	.886**	.903**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		A4	A5	A6	AB
A4	Pearson Correlation	1	.671**	.833**	.915**
	Sig. (2-tailed)		.000	.000	.000
	N	30	30	30	30
A5	Pearson Correlation	.671**	1	.790**	.885**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
A6	Pearson Correlation	.833**	.790**	1	.954**
	Sig. (2-tailed)	.000	.000		.000
	N	30	30	30	30
AB	Pearson Correlation	.915**	.885**	.954**	1

Sig. (2-tailed)	.000	.000	.000	
N	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		A7	A8	A9	AC
A7	Pearson Correlation	1	.665**	.342	.792**
	Sig. (2-tailed)		.000	.065	.000
	N	30	30	30	30
A8	Pearson Correlation	.665**	1	.678**	.925**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
A9	Pearson Correlation	.342	.678**	1	.806**
	Sig. (2-tailed)	.065	.000		.000
	N	30	30	30	30
AC	Pearson Correlation	.792**	.925**	.806**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		A10	A11	A12	AD
A10	Pearson Correlation	1	.740**	.590**	.867**
	Sig. (2-tailed)		.000	.001	.000
	N	30	30	30	30
A11	Pearson Correlation	.740**	1	.783**	.941**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
A12	Pearson Correlation	.590**	.783**	1	.880**
	Sig. (2-tailed)	.001	.000		.000

N		30	30	30	30
AD	Pearson Correlation	.867**	.941**	.880**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

	A13	A14	A15	A16	A17	AE	
A13	Pearson Correlation	1	.722**	.791**	.508**	.431*	.888**
	Sig. (2-tailed)		.000	.000	.004	.017	.000
	N	30	30	30	30	30	30
A14	Pearson Correlation	.722**	1	.791**	.367*	.277	.815**
	Sig. (2-tailed)	.000		.000	.046	.138	.000
	N	30	30	30	30	30	30
A15	Pearson Correlation	.791**	.791**	1	.282	.480**	.859**
	Sig. (2-tailed)	.000	.000		.131	.007	.000
	N	30	30	30	30	30	30
A16	Pearson Correlation	.508**	.367*	.282	1	.480**	.674**
	Sig. (2-tailed)	.004	.046	.131		.007	.000
	N	30	30	30	30	30	30
A17	Pearson Correlation	.431*	.277	.480**	.480**	1	.669**
	Sig. (2-tailed)	.017	.138	.007	.007		.000
	N	30	30	30	30	30	30
AE	Pearson Correlation	.888**	.815**	.859**	.674**	.669**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

	A18	A19	A20	AF
A18	Pearson Correlation	1	.838**	.924**
	Sig. (2-tailed)		.000	.000
	N	30	30	30
A19	Pearson Correlation	.838**	1	.924**
	Sig. (2-tailed)	.000		.000

N		30	30	30	30
A20	Pearson Correlation	.658**	.658**	1	.855**
	Sig. (2-tailed)	.000	.000		.000
	N	30	30	30	30
AF	Pearson Correlation	.924**	.924**	.855**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		A21	A22	A23	AG
A21	Pearson Correlation	1	.799**	.579**	.905**
	Sig. (2-tailed)		.000	.001	.000
	N	30	30	30	30
A22	Pearson Correlation	.799**	1	.709**	.931**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
A23	Pearson Correlation	.579**	.709**	1	.841**
	Sig. (2-tailed)	.001	.000		.000
	N	30	30	30	30
AG	Pearson Correlation	.905**	.931**	.841**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

KEPUASAN PASIEN

Correlations

		B1	B2	B3	B4	B5	B6	BA
B1	Pearson Correlation	1	.815**	.886**	.752**	.752**	.740**	.929**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
B2	Pearson Correlation	.815**	1	.815**	.915**	.915**	.519**	.912**
	Sig. (2-tailed)	.000		.000	.000	.000	.003	.000

N		30	30	30	30	30	30	30
B3	Pearson Correlation	.886**	.815**	1	.752**	.891**	.740**	.952**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
N		30	30	30	30	30	30	30
B4	Pearson Correlation	.752**	.915**	.752**	1	.830**	.475**	.863**
	Sig. (2-tailed)	.000	.000	.000		.000	.008	.000
N		30	30	30	30	30	30	30
B5	Pearson Correlation	.752**	.915**	.891**	.830**	1	.604**	.920**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
N		30	30	30	30	30	30	30
B6	Pearson Correlation	.740**	.519**	.740**	.475**	.604**	1	.785**
	Sig. (2-tailed)	.000	.003	.000	.008	.000		.000
N		30	30	30	30	30	30	30
BA	Pearson Correlation	.929**	.912**	.952**	.863**	.920**	.785**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
N		30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

	B7	B8	B9	B10	B11	B12	B13	BB
B7	1	.549**	.465**	.711**	.583**	.787**	.669**	.850**
		.002	.010	.000	.001	.000	.000	.000
N								
	30	30	30	30	30	30	30	30
B8	.549**	1	.498**	.408*	.434*	.243	.260	.650**
	.002		.005	.025	.017	.197	.165	.000
N								
	30	30	30	30	30	30	30	30
B9	.465**	.498**	1	.698**	.567**	.567**	.416*	.752**
	.010	.005		.000	.001	.001	.022	.000

N		30	30	30	30	30	30	30	30
B10	Pearson Correlation	.711**	.408*	.698**	1	.877**	.877**	.745**	.916**
	Sig. (2-tailed)	.000	.025	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
B11	Pearson Correlation	.583**	.434*	.567**	.877**	1	.712**	.850**	.857**
	Sig. (2-tailed)	.001	.017	.001	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30
B12	Pearson Correlation	.787**	.243	.567**	.877**	.712**	1	.850**	.857**
	Sig. (2-tailed)	.000	.197	.001	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30
B13	Pearson Correlation	.669**	.260	.416*	.745**	.850**	.850**	1	.803**
	Sig. (2-tailed)	.000	.165	.022	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30
BB	Pearson Correlation	.850**	.650**	.752**	.916**	.857**	.857**	.803**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

	B14	B15	B16	B17	B18	B19	B20	BC
B14	Pearson Correlation	1	.776**	.784**	.604**	.600**	.477**	.671**
	Sig. (2-tailed)		.000	.000	.000	.000	.008	.000
	N	30	30	30	30	30	30	30
B15	Pearson Correlation	.776**	1	.747**	.747**	.701**	.426*	.662**
	Sig. (2-tailed)	.000		.000	.000	.000	.019	.000
	N	30	30	30	30	30	30	30
B16	Pearson Correlation	.784**	.747**	1	.747**	.747**	.582**	.614**
	Sig. (2-tailed)	.000	.000		.000	.000	.001	.000
	N	30	30	30	30	30	30	30
B17	Pearson Correlation	.604**	.747**	.747**	1	.550**	.571**	.415*
	Sig. (2-tailed)	.000	.000	.000		.002	.001	.023
	N	30	30	30	30	30	30	30

B18	Pearson Correlation	.600**	.701**	.747**	.550**	1	.650**	.473**	.831**
	Sig. (2-tailed)	.000	.000	.000	.002		.000	.008	.000
	N	30	30	30	30	30	30	30	30
B19	Pearson Correlation	.477**	.426*	.582**	.571**	.650**	1	.521**	.714**
	Sig. (2-tailed)	.008	.019	.001	.001	.000		.003	.000
	N	30	30	30	30	30	30	30	30
B20	Pearson Correlation	.671**	.662**	.614**	.415*	.473**	.521**	1	.753**
	Sig. (2-tailed)	.000	.000	.000	.023	.008	.003		.000
	N	30	30	30	30	30	30	30	30
BC	Pearson Correlation	.857**	.894**	.904**	.798**	.831**	.714**	.753**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

NIAT PEMANFAATAN KEMBALI

Correlations

		C1	C2	CA
C1	Pearson Correlation	1	.815**	.964**
	Sig. (2-tailed)		.000	.000
	N	30	30	30
C2	Pearson Correlation	.815**	1	.940**
	Sig. (2-tailed)	.000		.000
	N	30	30	30
CA	Pearson Correlation	.964**	.940**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		C3	C4	CB
C3	Pearson Correlation	1	.877**	.972**
	Sig. (2-tailed)		.000	.000

	N	30	30	30
C4	Pearson Correlation	.877**	1	.966**
	Sig. (2-tailed)	.000		.000
	N	30	30	30
CB	Pearson Correlation	.972**	.966**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		C5	C6	CC
C5	Pearson Correlation	1	.867**	.963**
	Sig. (2-tailed)		.000	.000
	N	30	30	30
C6	Pearson Correlation	.867**	1	.969**
	Sig. (2-tailed)	.000		.000
	N	30	30	30
CC	Pearson Correlation	.963**	.969**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		C7	C8	CD
C7	Pearson Correlation	1	.902**	.971**
	Sig. (2-tailed)		.000	.000
	N	30	30	30
C8	Pearson Correlation	.902**	1	.980**
	Sig. (2-tailed)	.000		.000
	N	30	30	30

CD	Pearson Correlation	.971**	.980**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

RELIEBELITAS
MARKETING MIX

Reliability Statistics

Cronbach's Alpha	N of Items
.750	2

Reliability Statistics

Cronbach's Alpha	N of Items
.907	3

Reliability Statistics

Cronbach's Alpha	N of Items
.790	3

Reliability Statistics

Cronbach's Alpha	N of Items
.878	3

Reliability Statistics

Cronbach's Alpha	N of Items
.842	5

Reliability Statistics

Cronbach's Alpha	N of Items
.884	3

Reliability Statistics

Cronbach's Alpha	N of Items
.863	3

KEPUASAN PASIEN

Reliability Statistics

Cronbach's Alpha	N of Items
.944	6

Reliability Statistics

Cronbach's Alpha	N of Items
.900	7

Reliability Statistics

Cronbach's Alpha	N of Items
.917	7

NIAT PEMANFAATAN KEMBALI

Reliability Statistics

Cronbach's Alpha	N of Items
.883	2

Reliability Statistics

Cronbach's Alpha	N of Items
.932	2

Reliability Statistics

Cronbach's Alpha	N of Items
.927	2

Reliability Statistics

Cronbach's Alpha	N of Items
.941	2

KARAKTERISTIK

Kelas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kelas I	41	22.5	22.5	22.5
	Kelas II	32	17.6	17.6	40.1
	Kelas III	79	43.4	43.4	83.5
	Kelas VIP	30	16.5	16.5	100.0
	Total	182	100.0	100.0	

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	50	27.5	27.5	27.5
	Wanita	132	72.5	72.5	100.0
	Total	182	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-25 Tahun	27	14.8	14.8	14.8
	26-35 Tahun	61	33.5	33.5	48.4
	36-45 Tahun	52	28.6	28.6	76.9
	46-55 Tahun	24	13.2	13.2	90.1
	>55 Tahun	18	9.9	9.9	100.0
	Total	182	100.0	100.0	

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	14	7.7	7.7	7.7
	SMP	23	12.6	12.6	20.3
	SMA	95	52.2	52.2	72.5

D3	16	8.8	8.8	81.3
S1	27	14.8	14.8	96.2
S2	7	3.8	3.8	100.0
Total	182	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pelajar	16	8.8	8.8	8.8
Mahasiswa	15	8.2	8.2	17.0
Wiraswasta	26	14.3	14.3	31.3
Pegawai Swasta	51	28.0	28.0	59.3
Pegawai Negeri	9	4.9	4.9	64.3
Tidak Bekerja	52	28.6	28.6	92.9
Lainnya	13	7.1	7.1	100.0
Total	182	100.0	100.0	

Jarak

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 5 km	48	26.4	26.4	26.4
> 5 km	134	73.6	73.6	100.0
Total	182	100.0	100.0	

Kunjungan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Kali	39	21.4	21.4	21.4
2 Kali	23	12.6	12.6	34.1
3 Kali	31	17.0	17.0	51.1

4 Kali	21	11.5	11.5	62.6
> 4 Kali	68	37.4	37.4	100.0
Total	182	100.0	100.0	

Jenis Kelamin * Kelas Crosstabulation

		Kelas				Total
		Kelas I	Kelas II	Kelas III	Kelas VIP	
Jenis Kelamin	Pria	16	6	16	12	50
	Wanita	25	26	63	18	132
Total		41	32	79	30	182

Usia * Kelas Crosstabulation

		Kelas				Total
		Kelas I	Kelas II	Kelas III	Kelas VIP	
Usia	17-25 Tahun	5	5	12	5	27
	26-35 Tahun	7	18	26	10	61
	36-45 Tahun	18	7	20	7	52
	46-55 Tahun	7	2	11	4	24
	>55 Tahun	4	0	10	4	18
Total		41	32	79	30	182

Pendidikan * Kelas Crosstabulation

		Kelas				Total
		Kelas I	Kelas II	Kelas III	Kelas VIP	
Pendidikan	SD	0	6	6	2	14
	SMP	1	0	18	4	23
	SMA	26	16	36	17	95
	D3	5	4	4	3	16
	S1	9	4	11	3	27
	S2	0	2	4	1	7
Total		41	32	79	30	182

Pekerjaan * Kelas Crosstabulation

		Kelas				Total
		Kelas I	Kelas II	Kelas III	Kelas VIP	
Pekerjaan	Pelajar	0	4	11	1	16
	Mahasiswa	2	1	8	4	15
	Wiraswasta	10	2	8	6	26
	Pegawai Swasta	15	13	10	13	51
	Pegawai Negeri	8	0	0	1	9
	Tidak Bekerja	6	12	29	5	52
	Lainnya	0	0	13	0	13
Total		41	32	79	30	182

Jarak * Kelas Crosstabulation

		Kelas				Total
		Kelas I	Kelas II	Kelas III	Kelas VIP	
Jarak	< 5 km	6	8	26	8	48
	> 5 km	35	24	53	22	134
Total		41	32	79	30	182

Kunjungan * Kelas Crosstabulation

		Kelas				Total
		Kelas I	Kelas II	Kelas III	Kelas VIP	
Kunjungan	1 Kali	5	6	23	5	39
	2 Kali	2	6	10	5	23
	3 Kali	16	1	13	1	31
	4 Kali	4	2	8	7	21
	> 4 Kali	14	17	25	12	68
Total		41	32	79	30	182

TABULASI
MARKETING MIX

		Marketing Mix		Total
		Kurang Baik	Baik	
Jenis Kelamin	Pria	4	46	50
	Wanita	5	127	132
Total		9	173	182

		Marketing Mix		Total
		Kurang Baik	Baik	
Usia	17-25 Tahun	0	27	27
	26-35 Tahun	4	57	61
	36-45 Tahun	2	50	52
	46-55 Tahun	2	22	24
	>55 Tahun	1	17	18
Total		9	173	182

		Marketing Mix		Total
		Kurang Baik	Baik	
Pendidikan	SD	0	14	14
	SMP	0	23	23
	SMA	8	87	95
	D3	0	16	16
	S1	1	26	27
	S2	0	7	7
Total		9	173	182

		Marketing Mix		Total
		Kurang Baik	Baik	
Pekerjaan	Pelajar	0	16	16

	Mahasiswa	0	15	15
	Wiraswasta	1	25	26
	Pegawai Swasta	6	45	51
	Pegawai Negeri	0	9	9
	Tidak Bekerja	2	50	52
	Lainnya	0	13	13
	Total	9	173	182

		Marketing Mix		Total
		Kurang Baik	Baik	
Jarak	< 5 km	1	47	48
	> 5 km	8	126	134
	Total	9	173	182

		Marketing Mix		Total
		Kurang Baik	Baik	
Kunjungan	1 Kali	2	37	39
	2 Kali	3	20	23
	3 Kali	2	29	31
	4 Kali	1	20	21
	> 4 Kali	1	67	68
	Total	9	173	182

KEPUASAN PASIEN

		Kepuasan Pasien		Total
		Kurang Baik	Baik	
Jenis Kelamin	Pria	3	47	50
	Wanita	7	125	132

Total	10	172	182
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		Kepuasan Pasien		Total
		Kurang Baik	Baik	
Usia	17-25 Tahun	0	27	27
	26-35 Tahun	3	58	61
	36-45 Tahun	5	47	52
	46-55 Tahun	1	23	24
	>55 Tahun	1	17	18
Total		10	172	182

		Kepuasan Pasien		Total
		Kurang Baik	Baik	
Pendidikan	SD	0	14	14
	SMP	0	23	23
	SMA	8	87	95
	D3	0	16	16
	S1	2	25	27
	S2	0	7	7
Total		10	172	182

		Kepuasan Pasien		Total
		Kurang Baik	Baik	
Pekerjaan	Pelajar	0	16	16
	Mahasiswa	0	15	15
	Wiraswasta	2	24	26
	Pegawai Swasta	5	46	51

	Pegawai Negeri	0	9	9
	Tidak Bekerja	3	49	52
	Lainnya	0	13	13
Total		10	172	182

		Kepuasan Pasien		Total
		Kurang Baik	Baik	
Jarak	< 5 km	1	47	48
	> 5 km	9	125	134
Total		10	172	182

		Kepuasan Pasien		Total
		Kurang Baik	Baik	
Kunjungan	1 Kali	2	37	39
	2 Kali	1	22	23
	3 Kali	2	29	31
	4 Kali	1	20	21
	> 4 Kali	4	64	68
Total		10	172	182

NIAT PEMANFAATAN KEMBALI

		Repurchase Intention		Total
		Kurang Baik	Baik	
Jenis Kelamin	Pria	4	46	50
	Wanita	13	119	132
Total		17	165	182

		Repurchase Intention		Total
		Kurang Baik	Baik	

Usia	17-25 Tahun	1	26	27
	26-35 Tahun	6	55	61
	36-45 Tahun	4	48	52
	46-55 Tahun	3	21	24
	>55 Tahun	3	15	18
Total		17	165	182

		Repurchase Intention		Total
		Kurang Baik	Baik	
Pendidikan	SD	1	13	14
	SMP	2	21	23
	SMA	10	85	95
	D3	1	15	16
	S1	2	25	27
	S2	1	6	7
Total		17	165	182

		Repurchase Intention		Total
		Kurang Baik	Baik	
Pekerjaan	Pelajar	2	14	16
	Mahasiswa	1	14	15
	Wiraswasta	2	24	26
	Pegawai Swasta	6	45	51
	Pegawai Negeri	0	9	9
	Tidak Bekerja	6	46	52
	Lainnya	0	13	13
Total		17	165	182

		Repurchase Intention		Total
		Kurang Baik	Baik	
Jarak	< 5 km	4	44	48
	> 5 km	13	121	134
Total		17	165	182

		Repurchase Intention		Total
		Kurang Baik	Baik	
Kunjungan	1 Kali	2	37	39
	2 Kali	2	21	23
	3 Kali	4	27	31
	4 Kali	2	19	21
	> 4 Kali	7	61	68
Total		17	165	182

CHI-SQUARE
MARKETING MIX DAN DIMENSINYA

Crosstab

Count

		Repurchase Intention		Total
		Kurang Baik	Baik	
Product	Kurang Baik	8	1	9
	Baik	9	164	173
Total		17	165	182

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	70.752 ^a	1	.000		
Continuity Correction ^b	61.215	1	.000		
Likelihood Ratio	35.956	1	.000		

Fisher's Exact Test				.000	.000
Linear-by-Linear Association	70.363	1	.000		
N of Valid Cases	182				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .84.

b. Computed only for a 2x2 table

Crosstab

Count

		Repurchase Intention		Total
		Kurang Baik	Baik	
Price	Kurang Baik	10	8	18
	Baik	7	157	164
Total		17	165	182

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	50.382 ^a	1	.000		
Continuity Correction ^b	44.507	1	.000		
Likelihood Ratio	30.384	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	50.105	1	.000		
N of Valid Cases	182				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.68.

b. Computed only for a 2x2 table

Crosstab

Count

	Repurchase Intention	Total

		Kurang Baik	Baik	
Promotion	Kurang Baik	10	31	41
	Baik	7	134	141
Total		17	165	182

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	14.155 ^a	1	.000		
Continuity Correction ^b	11.953	1	.001		
Likelihood Ratio	11.727	1	.001		
Fisher's Exact Test				.001	.001
Linear-by-Linear Association	14.077	1	.000		
N of Valid Cases	182				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.83.

b. Computed only for a 2x2 table

Crosstab

Count

		Repurchase Intention		Total
		Kurang Baik	Baik	
Place	Kurang Baik	11	4	15
	Baik	6	161	167
Total		17	165	182

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	79.053 ^a	1	.000		
Continuity Correction ^b	71.032	1	.000		
Likelihood Ratio	43.873	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	78.618	1	.000		
N of Valid Cases	182				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.40.

b. Computed only for a 2x2 table

Crosstab

Count

		Repurchase Intention		Total
		Kurang Baik	Baik	
People	Kurang Baik	10	1	11
	Baik	7	164	171
Total		17	165	182

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	91.986 ^a	1	.000		
Continuity Correction ^b	82.020	1	.000		
Likelihood Ratio	47.815	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	91.481	1	.000		
N of Valid Cases	182				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.03.

b. Computed only for a 2x2 table

Crosstab

Count

		Repurchase Intention		Total
		Kurang Baik	Baik	
Physical Evidence	Kurang Baik	9	5	14
	Baik	8	160	168
Total		17	165	182

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
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Pearson Chi-Square	54.070 ^a	1	.000		
Continuity Correction ^b	47.269	1	.000		
Likelihood Ratio	30.393	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	53.773	1	.000		
N of Valid Cases	182				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.31.

b. Computed only for a 2x2 table

Crosstab

Count

		Repurchase Intention		Total
		Kurang Baik	Baik	
Process	Kurang Baik	7	3	10
	Baik	10	162	172
Total		17	165	182

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	45.978 ^a	1	.000		
Continuity Correction ^b	38.711	1	.000		
Likelihood Ratio	24.445	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	45.725	1	.000		
N of Valid Cases	182				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .93.

b. Computed only for a 2x2 table

Crosstab

Count

		Repurchase Intention		Total
		Kurang Baik	Baik	
Marketing Mix	Kurang Baik	8	1	9
	Baik	9	164	173

Total	17	165	182
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Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	70.752 ^a	1	.000		
Continuity Correction ^b	61.215	1	.000		
Likelihood Ratio	35.956	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	70.363	1	.000		
N of Valid Cases	182				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .84.

b. Computed only for a 2x2 table

KEPUASAN PASIEN DAN DIMENSINYA

Crosstab

Count

		Repurchase Intention		Total
		Kurang Baik	Baik	
Respon Emosional	Kurang Baik	11	2	13
	Baik	6	163	169
Total		17	165	182

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	93.678 ^a	1	.000		
Continuity Correction ^b	84.349	1	.000		
Likelihood Ratio	49.963	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	93.163	1	.000		
N of Valid Cases	182				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.21.

b. Computed only for a 2x2 table

Crosstab

Count

		Repurchase Intention		Total
		Kurang Baik	Baik	
Respon Fokus Tertentu	Kurang Baik	10	1	11
	Baik	7	164	171
Total		17	165	182

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	91.986 ^a	1	.000		
Continuity Correction ^b	82.020	1	.000		
Likelihood Ratio	47.815	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	91.481	1	.000		
N of Valid Cases	182				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.03.

b. Computed only for a 2x2 table

Crosstab

Count

		Repurchase Intention		Total
		Kurang Baik	Baik	
Respon Waktu Tertentu	Kurang Baik	10	1	11
	Baik	7	164	171

Total	17	165	182
-------	----	-----	-----

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	91.986 ^a	1	.000		
Continuity Correction ^b	82.020	1	.000		
Likelihood Ratio	47.815	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	91.481	1	.000		
N of Valid Cases	182				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.03.

b. Computed only for a 2x2 table

Crosstab

Count

		Repurchase Intention		Total
		Kurang Baik	Baik	
Kepuasan Pasien	Kurang Baik	9	1	10
	Baik	8	164	172
Total		17	165	182

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	81.295 ^a	1	.000		
Continuity Correction ^b	71.528	1	.000		
Likelihood Ratio	41.755	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	80.848	1	.000		
N of Valid Cases	182				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .93.

b. Computed only for a 2x2 table

LOGISTIK

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a AA	4.641	1.722	7.260	1	.007	103.646
AB	2.403	1.154	4.336	1	.037	11.053
AC	.450	1.089	.171	1	.679	1.569
AD	3.281	1.390	5.573	1	.018	26.597
AE	3.987	1.538	6.725	1	.010	53.905
AF	-.468	1.998	.055	1	.815	.626
AG	-.640	1.457	.193	1	.661	.527
Constant	-22.785	5.600	16.552	1	.000	.000

a. Variable(s) entered on step 1: AA, AB, AC, AD, AE, AF, AG.

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a BA	3.424	1.268	7.298	1	.007	30.703
BB	4.728	1.341	12.424	1	.000	113.086
BC	4.125	1.447	8.126	1	.004	61.879
Constant	-20.547	4.924	17.410	1	.000	.000

a. Variable(s) entered on step 1: BA, BB, BC.

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a A	3.367	1.352	6.200	1	.013	28.996
B	4.013	1.233	10.597	1	.001	55.317
Constant	-11.597	3.393	11.681	1	.001	.000

a. Variable(s) entered on step 1: A, B.

Lampiran 3 Dokumentasi Penelitian





Lampiran 4. Surat Penelitian



**KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN
UNIVERSITAS HASANUDDIN
FAKULTAS KESEHATAN MASYARAKAT**

*Jln. Perintis Kemerdekaan KM.10 Makassar 90245, Telp. (0411) 585658, 516005, Fax (0411) 586013
E-mail : dekanfkmuh@gmail.com, website : fkm.umhas.ac.id*

No : 3454/UN4.14/PT.01.04/2021
Lamp : Proposal
Hal : **Pemohonan Izin Penelitian**

17 Mei 2021

Kepada Yth.

Direktur Utama Rumah Sakit Dirgahayu

Di-

Samarinda – Kalimantan Timur

Dengan hormat kami sampaikan bahwa mahasiswa Program Pascasarjana Universitas Hasanuddin yang dibawah ini:


Nama : HABIBI
Nomor Pokok : K022191027
Program Pendidikan : Magister (S2)
Program Studi : Administrasi Rumah Sakit

Bermaksud melakukan penelitian dalam rangka persiapan penulisan tesis dengan judul
“Pengaruh Kualitas Kehidupan Kerja Terhadap Tingkat Burnout Tenaga Keperawatan Di Rumah
Sakit Dirgahayu Selama Pandemi Covid 19”

Pembimbing : 1. Dr. Syahrir A. Pasinringi, MS. (Ketua)
2. Dr. Irwandy, SKM.,M.Sc.PH.,M.Kes. (Anggota)
Lokasi Penelitian : 1. Rumah Sakit Dirgahayu Samarinda
Waktu Penelitian : Mei 2021 – Juli 2021

Sehubungan dengan hal tersebut kami mohon kebijaksanaan Bapak/Ibu kiranya berkenan memberi izin kepada yang bersangkutan.

Atas perkenan dan kerjasamanya diucapkan terima kasih.

Dekan,

Dr. Aminuddin Syam, SKM.,M.Kes.,M.Med.Ed
NIP. 19670617 199903 1 001

Tembusan Kepada Yth. :
1. Para Wakil Dekan FKM Unhas
2. Mahasiswa Yang Bersangkutan
3. Paringgal

Lampiran 5 Curriculum Vitae

A. Data Pribadi

1. Nama : dr. Habibi
2. Tempat / Tanggal Lahir : Muara Ancalong, 07 Desember 1979
3. Alamat Sekarang : Perum Puri Kencana Blok A no 19 B
Samarinda
4. Jenis Kelamin : Laki Laki
5. Agama : Islam
6. Email : habibihesatydr@gmail.com
7. No. Hp : 0811551125 /081253999990

B. Riwayat Pendidikan

1. SMA (1996)
2. Fakultas Kedokteran Universitas Mulawarman (2021)
3. Magister Administrasi Rumah Sakit Fakultas Kesehatan Masyarakat Universitas Hasanuddin (2019)