

ABSTRAK

HUBUNGAN KUALITAS PELAYANAN MOBIL DENTAL DENGAN CITRA RUMAH SAKIT GIGI DAN MULUT PENDIDIKAN UNIVERSITAS JENDERAL SOEDIRMAN

Lukita Intan Kumala

Penurunan jumlah kunjungan pasien, penurunan tingkat kepuasan layanan rumah sakit, serta rendahnya pemanfaatan layanan oleh civitas akademik UNSOED menunjukkan adanya permasalahan citra yang dihadapi RSGMP UNSOED di mata masyarakat. Salah satu upaya yang dilakukan untuk membangun citra baik rumah sakit adalah dengan meluncurkan mobil dental yang berfungsi sebagai representasi RSGMP UNSOED di luar lingkungan rumah sakit. Kunci dalam membentuk citra yang baik terletak pada kualitas pelayanan yang diberikan. Penelitian ini bertujuan untuk mengetahui hubungan kualitas pelayanan mobil dental dengan citra RSGMP UNSOED. Penelitian ini menggunakan metode kuantitatif dengan desain *cross-sectional* dan teknik *total sampling*. Sampel penelitian terdiri dari 53 responden yang merupakan pasien mobil dental periode Juli–Agustus 2024. Kualitas pelayanan mobil dental diukur berdasarkan lima dimensi SERVQUAL yaitu *tangible*, *reliability*, *responsiveness*, *assurance*, dan *empathy*. Citra RSGMP UNSOED diukur menggunakan tiga indikator yaitu kekuatan merek, kesukaan merek, dan keunikan merek. Pengumpulan data dilakukan menggunakan kuesioner yang telah teruji validitas dan reliabilitasnya, kemudian dianalisis menggunakan uji *chi-square*, *fisher's exact test*, dan regresi multinomial. Hasil analisis penelitian ini menunjukkan bahwa seluruh dimensi kualitas pelayanan memiliki hubungan dengan citra RSGMP UNSOED, dengan *p-value tangible* (0,004), *reliability* (0,000), *assurance* (0,002), *responsiveness* (0,002), dan *empathy* (0,000) dengan *empathy* sebagai faktor yang paling dominan. Simpulan dari penelitian ini adalah terdapat hubungan antara kualitas pelayanan mobil dental pada seluruh dimensi SERVQUAL dengan citra RSGMP UNSOED. Diharapkan RSGMP UNSOED dapat terus meningkatkan kualitas layanan mobil dental untuk mempertahankan dan memperkuat citra positif di masyarakat.

Kata Kunci: Citra rumah sakit, kualitas pelayanan, mobil dental, RSGMP UNSOED

ABSTRACT

THE CORRELATION BETWEEN THE QUALITY OF MOBILE DENTAL SERVICES AND BRAND IMAGE OF DENTAL AND ORAL HOSPITAL JENDERAL SOEDIRMAN UNIVERSITY

Lukita Intan Kumala

A decline in patient visits, reduced satisfaction with hospital services, and the limited use of services by the UNSOED academic community highlight ongoing challenges in shaping the public image of RSGMP UNSOED. In response to these issues, the hospital introduced a mobile dental unit, an innovative outreach initiative that functions both as an extension of its services and as a representation of its commitment beyond the hospital walls. At the heart of building a positive image lies the quality of service delivered, which ultimately shapes how the hospital is perceived by the public. This study aimed to examine the correlation between the quality of mobile dental services and the brand image of RSGMP UNSOED. To achieve this objective, a quantitative study with a cross-sectional design and a total sampling technique was conducted involving 53 respondents who received services from the mobile dental unit between July and August 2024. Service quality was measured using the five SERVQUAL dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Meanwhile, brand image was assessed through indicators of brand strength, brand favorability, and brand uniqueness. Data were collected through validated questionnaires and analyzed using chi-square tests, Fisher's exact test, and multinomial regression. The analysis showed that all service quality dimensions had significant correlations with brand image, with p-values for tangibles (0,004), reliability (0,000), assurance (0,002), responsiveness (0,002), and empathy (0,000). Among these, empathy emerged as the most influential factor. In conclusion, there is a significant correlation between the quality of mobile dental services and the brand image of RSGMP UNSOED. Improving the quality of this service can play an essential role in strengthening the hospital's public image.

Keywords: Hospital image, mobile dental, RSGMP UNSOED, service quality