

LAMPIRAN 1

KUESIONER PENELITIAN

Judul Penelitian

PENGARUH BAURAN PEMASARAN TERHADAP PERPINDAHAN

PESERTA BPJS KESEHATAN KE KLINIK PRATAMA NAILUSYIFA

BANDONGAN

I. Pengantar

Bersama ini saya sampaikan daftar pertanyaan kepada Bapak/Ibu/Sdr/i, dengan permohonan agar berkenan kiranya meluangkan waktu untuk mengisinya. Pertanyaan dalam daftar ini berkenaan dengan tanggapan Anda terhadap pengaruh bauran pemasaran terhadap perpindahan peserta BPJS Kesehatan sebagai penelitian tesis saya, Muhammad Bakhtiar Rifai, Mahasiswa S-2, Magister Management Rumah Sakit, Universitas Muhammadiyah Yogyakarta

Atas kesediaan Bapak/Ibu/Sdr/i memberikan jawaban, sebelum dan sesudahnya saya ucapkan terima kasih.

II. Cara mengisi jawaban

Beri tanda tingkat persetujuan anda terhadap pertanyaan-pertanyaan berikut pada salah satu jawaban yang ada menurut pendapat anda tentang pertanyaan tersebut.

III. Pertanyaan Kuesioner Bagian Pertama

Mohon dicoret yang tidak perlu atau lingkari jawaban Anda :

1. Jenis kelamin : Pria/Wanita
2. Pendidikan tertinggi : SD/SLTP/SMU/S1/S2
3. Status perkawinan : Belum
Menikah/Menikah/Janda/Duda
4. Usia :
 - a. 19 – 25 tahun
 - b. 26 – 35 tahun
 - c. 36 – 45 tahun

d. 46 – 55 tahun

e. >55 tahun

Faktor Produk		STS	TS	S	SS
1	Layanan Klinik menarik menurut peserta				
2	Layanan klinik lebih baik dibanding faskes lain				
3	Layanan KB yang dilakukan klinik baik				
4	Obat yang diberikan sesuai dengan keluhan peserta				
5	Jam buka layanan dokter sesuai dengan jadwal				
6	Program promosi kesehatan dilakukan dengan baik				
7	Layanan Persalinan klinik baik				
Faktor Proses					
1	Proses layanan kepada peserta BPJS Kesehatan mudah				
2	Antrian tidak menjemukan				
3	Pemindahan peserta dilakukan secara mudah				
4	Peserta tidak menunggu lama untuk mendapat obat				
5	Peserta mendapat penjelasan ketika layanan				
6	Prosedur pendaftaran hingga selesai tidak menulitkan				
7	Klinik memfasilitasi pemindahan peserta BPJS Kesehatan ke klinik tersebut				
Loyalitas					
1	Jika anda sakit dan harus diperiksa anda memilih layanan di Klinik dengan menggunakan BPJS Kesehatan				
2	Merekomendasikan kepada saudara yang sakit agar menjadi peserta BPJS Kesehatan di Klinik Pratama Nailusyifa				
3	Merekomendasikan kepada tetangga agar menjadi peserta BPJS Kesehatan di klinik Pratama Nailusyifa				
4	Tidak akan memindahkan kepesertaan fasilitas kesehatan tingkat pertama ke tempat selain klinik Pratama nailusyifa				
5	Selalu merasa layanan di Klinik Pratama Nailusyifa lebih baik dibanding klinik lain				
6	Menyarankan kepada setiap orang yang telah menjadi peserta BPJS kesehatan untuk memindahkan kepesertaan ke klinik pratama Nailusyifa				

LAMPIRAN 2

CHI SQUARE

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Proses (X2) * Loyalitas (Y)	100	100.0%	0	.0%	100	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.297 ^a	36	.366
Likelihood Ratio	29.479	36	.771
Linear-by-Linear Association	.654	1	.419
N of Valid Cases	100		

a. 45 cells (90.0%) have expected count less than 5. The minimum expected count is .03.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Product (X1) * Loyalitas (Y)	100	100.0%	0	.0%	100	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.125 ^a	20	.334
Likelihood Ratio	18.962	20	.524
Linear-by-Linear Association	.220	1	.639
N of Valid Cases	100		

a. 26 cells (86.7%) have expected count less than 5. The minimum expected count is .01.

LAMPIRAN 3

Korelasi

Correlations

		Product (X1)	Loyalitas (Y)
Product (X1)	Pearson Correlation	1	.716
	Sig. (2-tailed)		.000
	N	100	100
Loyalitas (Y)	Pearson Correlation	.716	1
	Sig. (2-tailed)	.000	
	N	100	100

Correlations

		Proses (X2)	Loyalitas (Y)
Proses (X2)	Pearson Correlation	1	.813
	Sig. (2-tailed)		.000
	N	100	100
Loyalitas (Y)	Pearson Correlation	.813	1
	Sig. (2-tailed)	.000	
	N	100	100

LAMPIRAN 4

Karakteristik Penelitian

Frequencies

Statistics

Usia

N	Valid	100
	Missing	0

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <25 Tahun	9	9.0	9.0	9.0
26-30 Tahun	7	7.0	7.0	16.0
31-40 Tahun	40	40.0	40.0	56.0
>41Tahun	44	44.0	44.0	100.0
Total	100	100.0	100.0	

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pria	29	29.0	29.0	29.0
Wanita	71	71.0	71.0	100.0
Total	100	100.0	100.0	

Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Kawin	91	91.0	91.0	91.0
Belum Kawin	9	9.0	9.0	100.0
Total	100	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PNS/TNI/POLRI	10	10.0	10.0	10.0
	SWASTA	50	50.0	50.0	50.0
	WIRASWASTA	9	9.0	9.0	41.0
	BURUHTANI/NELAYAN	5	5.0	5.0	36.0
	IRT	23	23.0	23.0	13.0
	PELAJAR/MAHASISWA	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	25	25.0	25.0	25.0
	SLTP	28	28.0	28.0	53.0
	SLTA	34	34.0	34.0	87.0
	DIPLOMA/SARJANA	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Sumber Informasi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Keluarga	78	78.0	78.0	78.0
	Teman/Rekan Kerja	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

Pendapatan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <1.000.000	32	32	32	32.0
1.000.000- 2.000.000	48	48	48	68.0
>2.000.000	20	20	20	100.0
Total	100	100.0	100.0	

LAMPIRAN 5

Uji Regressi

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	X2, X1 ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Y

Koefisien Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.145 ^a	.021	.544	.78716

a. Predictors: (Constant), X2, X1

Uji F

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.287	2	.644	59.976	.000 ^a
	Residual	60.103	97	.620		
	Total	61.390	99			

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Uji T

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.702	1.166		3.174	.002
	X1	.064	.021	.296	3.072	.003
	X2	.424	.081	.503	5.216	.000

a. Dependent Variable: Y

LAMPIRAN 6

Uji Validitas dan Reliabilitas Product (X1)

Correlations

		Correlations					
		P1	P2	P3	P4	P5	P6
P1	Pearson Correlation	1	.708**	.631**	.459**	.593**	.548**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
P2	Pearson Correlation	.708**	1	.472**	.621**	.589**	.527**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
P3	Pearson Correlation	.631**	.472**	1	.791**	.728**	.621**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
P4	Pearson Correlation	.459**	.621**	.791**	1	.587**	.621**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
P5	Pearson Correlation	.593**	.589**	.728**	.587**	1	.681**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
P6	Pearson Correlation	.548**	.527**	.621**	.621**	.681**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.903	6

Item Statistics

	Mean	Std. Deviation	N
P1	3.8200	.38612	100
P2	3.8800	.32660	100
P3	3.7800	.41633	100
P4	3.8500	.35887	100
P5	3.8700	.33800	100
P6	3.8800	.32660	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	19.2600	2.194	.701	.891
P2	19.2000	2.343	.695	.891
P3	19.3000	2.030	.793	.877
P4	19.2300	2.219	.745	.884
P5	19.2100	2.248	.772	.881
P6	19.2000	2.323	.718	.888

LAMPIRAN 7

Uji Validitas dan Reliabilitas Proses (X2)

Correlations

		PR1	PR2	PR3	PR4	PR5	PR6	PR7
PR1	Pearson Correlation	1	.521**	.218*	.283**	.454**	.292	.547
	Sig. (2-tailed)		.000	.029	.004	.000	.011	.002
	N	100	100	100	100	100	100	100
PR2	Pearson Correlation	.521**	1	.458**	.494	.497**	.289**	.460*
	Sig. (2-tailed)	.000		.000	.002	.000	.004	.003
	N	100	100	100	100	100	100	100
PR3	Pearson Correlation	.218*	.458**	1	.418**	.316	.440**	.503**
	Sig. (2-tailed)	.029	.000		.000	.001	.000	.000
	N	100	100	100	100	100	100	100
PR4	Pearson Correlation	.283**	.494	.418**	1	.322*	.441**	.456**
	Sig. (2-tailed)	.004	.002	.000		.030	.000	.000
	N	100	100	100	100	100	100	100
PR5	Pearson Correlation	.454**	.497**	.188	.197*	1	.340**	.337
	Sig. (2-tailed)	.000	.000	.061	.050		.001	.001
	N	100	100	100	100	100	100	100
PR6	Pearson Correlation	.113	.289**	.440**	.441**	.340**	1	.884**
	Sig. (2-tailed)	.263	.004	.000	.000	.001		.000
	N	100	100	100	100	100	100	100
PR7	Pearson Correlation	.547	.460*	.503**	.456**	.337	.884**	1
	Sig. (2-tailed)	.002	.003	.000	.000	.001	.000	
	N	100	100	100	100	100	100	100

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

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.772	7

Item Statistics

	Mean	Std. Deviation	N
PR1	3.7300	.48938	100
PR2	3.7900	.40936	100
PR3	3.7900	.40936	100
PR4	3.7700	.42295	100
PR5	3.6500	.47937	100
PR6	3.3100	.98160	100
PR7	3.3900	.94168	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PR1	21.7000	7.283	.320	.773
PR2	21.6400	7.182	.464	.755
PR3	21.6400	7.000	.554	.743
PR4	21.6600	7.055	.505	.748
PR5	21.7800	7.103	.406	.760
PR6	22.1200	4.389	.733	.689
PR7	22.0400	4.665	.692	.699

LAMPIRAN 8

UJI VALIDITAS DAN RELIABILITAS LOYALITAS (Y)

Correlations

	L1	L2	L3	L4	L5	L6
L1 Pearson Correlation	1	.440**	.504**	.341**	.478	.477
Sig. (2-tailed)		.000	.000	.001	.002	.000
N	100	100	100	100	100	100
L2 Pearson Correlation	.440**	1	.187	.438**	.271**	.526
Sig. (2-tailed)	.000		.062	.000	.001	.000
N	100	100	100	100	100	100
L3 Pearson Correlation	.504**	.187	1	.492**	.316**	.468
Sig. (2-tailed)	.000	.062		.000	.001	.001
N	100	100	100	100	100	100
L4 Pearson Correlation	.341**	.438**	.492**	1	.341**	.571
Sig. (2-tailed)	.001	.000	.000		.001	.002
N	100	100	100	100	100	100
L5 Pearson Correlation	.478	.271**	.316**	.341**	1	.404**
Sig. (2-tailed)	.002	.006	.001	.001		.001
N	100	100	100	100	100	100
L6 Pearson Correlation	.477	.526	.468	.571	.404**	1
Sig. (2-tailed)	.000	.000	.644	.002	.001	
N	100	100	100	100	100	100

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.632	6

Item Statistics

	Mean	Std. Deviation	N
L1	3.9200	.27266	100
L2	3.9500	.21904	100
L3	3.9600	.19695	100
L4	3.9900	.10000	100
L5	3.9200	.27266	100
L6	3.9500	.21904	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
L1	19.7700	.381	.490	.531
L2	19.7400	.457	.389	.579
L3	19.7300	.462	.447	.561
L4	19.7000	.535	.511	.588
L5	19.7700	.401	.419	.567
L6	19.7400	.538	.107	.679

LAMPIRAN 9

DOKUMENTASI
KLINIK PRATAMA AISYIAH NAILUSYIFA BANDONGAN



