

ABSTRAK

Elsy Fahira Regnas, NIM : 7163210023. “Pengaruh *Word Of Mouth*, *Responsiveness*, dan *Reliability* Terhadap Keputusan Menggunakan Jasa Pada RSUD. Mitra Medika Medan-Amplas”.

Penelitian ini bertujuan untuk mengetahui pengaruh *Word Of Mouth*, *Responsiveness*, dan *Reliability* terhadap Keputusan Menggunakan Jasa pada RSUD. Mitra Medika Medan-Amplas. Penelitian ini menggunakan metode kuantitatif dengan teknik pengambilan sampel menggunakan *purposive sampling*, dengan jumlah sampel sebanyak 100 orang yang merupakan pasien di RSUD. Mitra Medika Medan-Amplas. Teknik pengumpulan data dalam penelitian ini dilakukan dengan cara menyebarkan kuesioner yang pengukurannya dengan skala *likert* dan diolah secara statistik menggunakan analisis regresi linear berganda dan pengujian hipotesis dengan uji t, uji F dan koefisien determinasi (R^2) yang sebelumnya data telah diuji menggunakan uji validitas, uji reliabilitas dan uji asumsi klasik. Pengolahan data menggunakan program *SPSS for windows 21.0*.

Secara parsial *Word Of Mouth*, *Responsiveness*, dan *Reliability* berpengaruh positif dan signifikan terhadap Keputusan Menggunakan Jasa pada RSUD. Mitra Medika Medan-Amplas. Berdasarkan hasil penelitian menunjukkan bahwa variabel *Word Of Mouth*, *Responsiveness*, dan *Reliability* secara simultan berpengaruh terhadap Keputusan Menggunakan Jasa. Hal ini terlihat dari nilai $F_{hitung} > F_{tabel} = 286,808 > 2,698$ dan nilai signifikannya $0,000 < 0,05$. Uji koefisien determinasi menunjukkan nilai sebesar 0,900 yang berarti bahwa *Word Of Mouth*, *Responsiveness*, dan *Reliability* berpengaruh terhadap Keputusan Menggunakan Jasa sebesar 90% sedangkan sisanya dipengaruhi oleh variabel lain diluar penelitian.

Kata Kunci : *Word Of Mouth*, *Responsiveness*, *Reliability*, Keputusan Menggunakan Jasa

ABSTRACT

Elsy Fahira Regnas, NIM: 7163210023. "The Effect of Word of Mouth, Responsiveness, and Reliability on the Decision to Use Services at RSU. Mitra Medika Medan-Amplas".

This study aims to determine the effect of Word of Mouth, Responsiveness, and Reliability on the Decision to Use Services at the RSU. Mitra Medika Medan-Amplas. This study uses a quantitative method with a sampling technique using purposive sampling, with a total sample of 100 people who are patients in RSU. Mitra Medika Medan-Amplas. Data collection techniques in this study were carried out by distributing questionnaires whose measurements were with Likert scale and were processed statistically using multiple linear regression analysis and hypothesis testing with t test, F test and coefficient of determination (R^2) which previously had been tested using validity, test reliability and test classic assumptions. Data processing using SPSS for Windows 21.0.

Partially Word of Mouth, Responsiveness, and Reliability have positive and significant effect on Decision to Use Services at RSU. Mitra Medika Medan-Amplas. Based on the results of the study indicate that the variables Word of Mouth, Responsiveness, and Reliability simultaneously influence the Decision to Use Services. This can be seen from the value of $F_{count} > F_{table} = 286,808 > 2,698$ and the significant value is $0,000 < 0,05$. The coefficient of determination test shows a value of 0.900 which means that Word of Mouth, Responsiveness, and Reliability affect the Decision to Use Services by 90% while the rest is influenced by other variables outside the study.

Keywords : Word Of Mouth, Responsiveness, Reliability, Service Decision

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