

ABSTRACT

THE EFFECT OF “WORD OF MOUTH” (WOM) DECISION ON THE USING SERVICE OF ADVENT HOSPITAL BANDAR LAMPUNG

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Advent Hospital as one of private hospital in Bandar Lampung which has 16 years experience in health services absolutely would require positive Word Of Mouth to create public use inpatient services at Advent Hospital when they experienced health problems that are relatively poor. Word Of Mouth (WOM) is an act of consumers providing information to consumers other than a person to another person (interpersonal) which is non-good commercial brands, products or services.

Problems faced by Advent Hospital Bandar Lampung is a decreasing number of patients during the last three years (2008-2010). Therefore a problems would be studied are: whether the WOM has given influence decision to use inpatient services at Advent Hospital Bandar Lampung or not. The purpose of this study was to investigate the influence of WOM on decision to use inpatient services Bandar Lampung Adventist Hospital.

The analytical tool used in this study is test validity and reliability, qualitative analysis with frequency distribution and mean, and quantitative analysis using logistic regression. The hypothesis of this research is the decision to use inpatient services at Advent Hospital Bandar Lampung is influenced by WOM.

The results of qualitative analysis is measured based on the mean value of respondents' answers, indicating that the average respondent to respond positively about the information regarding the Advent Hospital Bandar Lampung, meaning that more positive WOM circulating in the community. While the results of quantitative analysis with binary logistic regression test showed that Nagelkarke R Square is 0.476, which means that the variable Word Of Mouth (WOM) is able to influence the decision to use inpatient services at Bandar Lampung Adventist Hospital (Y) was 47.6%, while the rest 52.4% influenced by other variables outside of WOM, and based on the analysis by looking at the significance value <0.05 , there are three dimensions of WOM that significantly influence the decision to use inpatient services at Bandar Lampung Adventist Hospital, the speaker, topic, and action. Thus, it can be concluded that partially WOM (X variables) influence the decision to use inpatient services at Advent Hospital Bandar Lampung (variable Y), but there are no significant effects on several dimensions.

Based on the results of this analysis, then Advent Hospital Bandar Lampung should rather keep the information circulating in the community, especially in the information in the dimension of action (the process of inpatient care, hospitality, accuracy of diagnosis, rapid response medical personnel), through improved quality of service, because the dimensions This has the greatest influence.