

ABSTRACT

Hospital is a health care institution that organizes personal health services in plenary. Hospital needs a good service quality in terms of communication done by doctor. This research aimed to clarify the influence of therapeutic communication of obstetrician toward loyalty level of pregnant women patient in Muhammadiyah Bandung hospital. This research is an explanatory survey research. The population in the research is the women who pregnant in Rumah Sakit Muhammadiyah Bandung amounting to 947 patient and a sample size of 97 patient. Data were analyzed with descriptive analysis, product moment correlational, simple linear regression, t test and determination coefficient. The results showed that communication therapeutic of obstetrician affects the loyalty level of patient by 51%. The results of t test showed 9,937 and a significant value of 0.000. The results is $9,937 > t_{table 2,000} (df = 97-2 = 95; \alpha = 5\%)$ and $0,000 < t_{test}$ significant value < 0.05 , then H_0 is rejected and H_a is accepted. There is a strong correlation of therapeutic communication of obstetrician and loyalty level of pregnant women patient by 0,714. The conclusion is therapeutic communication of obstetrician has a significant influence toward loyalty level of pregnant women patient in Muhammadiyah Bandung Hospital.

Keywords: interpersonal communication, therapeutic communication, loyalty.