

## ABSTRAK

Tujuan pembangunan kesehatan menuju Indonesia Sehat 2025 adalah meningkatkan kesadaran, kemauan, dan kemampuan hidup sehat bagi setiap orang agar terwujud peningkatan derajat kesehatan masyarakat yang setinggi-tingginya, dengan terciptanya masyarakat, bangsa dan negara Indonesia yang ditandai oleh penduduk yang hidup dengan perilaku dan dalam lingkungan sehat, mempunyai kemampuan untuk menjangkau pelayanan kesehatan yang bermutu. Mutu layanan sebagai strategi penting untuk kelangsungan hidup dan keberhasilan organisasi *healthcare information technology infrastructure*, *word of mouth communication* dan *hospital image* adalah bagian yang mempengaruhi mutu layanan kesehatan. Tujuan penelitian ini adalah untuk menganalisis pengaruh *healthcare information technology infrastructure*, *word of mouth communication* terhadap *hospital image*, pengaruh *healthcare information technology infrastructure* terhadap mutu layanan kesehatan serta pengaruh *hospital image* terhadap mutu layanan kesehatan. Responden adalah pasien umum RSI Siti Rahmah Padang yang dengan metode Slovin ditetapkan sampel 276 orang. Data dikumpulkan melalui kuesioner. Hasil analisis menunjukkan bahwa variabel *healthcare information technology infrastructure*, *word of mouth communication* berpengaruh positif dan signifikan terhadap *hospital image*, variabel *healthcare information technology infrastructure* terhadap mutu layanan kesehatan serta *hospital image* berpengaruh positif dan signifikan terhadap mutu layanan kesehatan. Temuan dari penelitian ini memberikan implikasi praktis bagi RSI Siti Rahmah Padang bahwa untuk meningkatkan mutu layanan kesehatan perlu peningkatan *healthcare information technology infrastructure*, *word of mouth communication* dan *hospital image*.

Kata kunci: *healthcare information technology infrastructure*, *word of mouth communication*, *hospital image* dan mutu layanan kesehatan.

## **ABSTRACT**

*The goal of the developing health quality toward a healthy Indonesian 2025 is to increase awareness and the ability to live healthy for everyone, so as to realize the highest level of health by creating a society, nation and state of Indonesia characterized by people who live with healthy behavior and environment have the ability to reach quality health service. Quality as an important strategy for the survival and success of the organization. Healthcare Information Technology Infrastructure, word of Mouth communication and hospital image are part the affect the quality of health services. The purpose of this research is to analyze the influence of healthcare information technology infrastructure, word of mouth communication and hospital image on quality service. Respondents were 951 people in the general RSI Siti Rahmah Padang with the Slovin method having a sample of 276 people. Data collected through a questionnaire. The result of the analysis show that healthcare information technology infrastructure and word of mouth communication variables have a positive and significant effect on hospital image, healthcare information technology infrastructure has a positive and significant effect on health services quality and hospital image has a positive and significant effect on health services quality. The findings provide practical implications for RSI Siti Rahmah Padang to improve hospital quality, so it is advisable to produce healthcare information technology, word of mouth communication and hospital image.*

*Keyword: Healthcare Information technology infrastructure , word of mouth communication, hospital image and health services quality.*