Preface

Praise to God Almighty for blessings, mercy and his guidance that this thesis can be completed and run well for Postgraduate Program Master of Hospital Administration, University of Pelita Harapan, with title:

THE ANTECENDENTS OF PATIENT SATISFACTION AND ITS IMPACTS TOWARDS PATIENT LOYALTY (STUDY OF XYZ HOSPITAL CHAIN)

I realized without the guidance, help, and prayers from various parties this thesis would not be completed in time. Therefore, I want to show my gratitude to all those who have supported the work of this thesis are as follows:

1. **Prof. Dr. Dr. dr. Eka J Wahjoepramono, Sp BS, Ph. D.**, as Dean of Faculty of Medicine in University of Pelita Harapan.
2. **Gracia Shinta S. Ugut, M.B.A, Ph.D.,** as the Head of Post Graduate of Hospital Management in University of Pelita Harapan
3. **Dr. dr. Ferdi Antonio, M.M., M.A.R.S.,** as Supervisor that has guided, motivated, provide all the time and his knowledge, that has supported this thesis to be completed well and on time.
4. All lecturers, staff and employees University of Pelita Harapan who have provided teaching and administrative facilities to us while studying at Pelita Harapan University.

5. To all the respondents who have taken out time and feedback to fill the questionnaire.
6. Thank you for the assistance that has been given by all those whom I am not able to mention each by name.

To conclude, I have realized that there are yet flaws in writing of this thesis. Therefore, criticism and suggestions from readers will be very beneficial for the writer. With hope that The Almighty, may return the kindness to those have helped to make this research completed.

Jakarta, 17th December 2020

Roshni Manwani

Table of Contents

THE ANTECENDENTS OF PATIENT SATISFACTION AND i

ITS IMPACTS TOWARDS PATIENT LOYALTY..... i

(STUDY OF XYZ HOSPITAL CHAIN) i

ORIGINALITY STATEMENT OF THE THESIS ii

THESIS SUPERVISOR'S APPROVAL..... iii

THESIS EXAMINATION COMMITTEE..... iv

Abstrak.....v

Abstract..... vi

Preface..... vii

Table of Contents ix

List of Tables xiv

List of Figures..... xvi

Chapter I.....1

Introduction.....1

1.1 Background 1

1.2 Problem Statement 12

1.3 Objective of the Study..... 13

1.4 Benefit from this Study 14

1.5 Structure Writing..... 14

Chapter 2 16

Literature Review.....16

2.1. Theoretical Background 16

2.1.1 Patient Loyalty 17

2.1.3. Treatment Effectiveness 20

2.1.4. Hospital Brand Image 21

2.1.5. Facility and Environment 21

2.1.6. Physician Service 22

2.1.7 Nurse Service 23

2.1.8 Service Procedures 24

2.1.9 Administrative Personnel 25

2.2. Hypothesis 25

2.2.1 Facilities and environment towards patient satisfaction in XYZ hospital. 26

2.2.2 Service procedures towards patient satisfaction in XYZ hospital. 27

2.2.3 Physician Service towards patient satisfaction in the XYZ hospital.... 27

2.2.4 Nurse Service towards patient satisfaction in XYZ hospital 28

2.2.5 Administrative personnel towards patient satisfaction in the XYZ hos

pital. 29

2.2.6 Treatment effectiveness towards patient satisfaction in the XYZ hospital 29

2.2.7 Treatment effectiveness patient loyalty towards XYZ hospital 30

2.2.8 Hospital brand image towards patient satisfaction in XYZ hospital ... 31

2.2.9 Hospital brand image towards patient loyalty in XYZ hospital..... 31

2.2.10 Patient satisfaction towards loyalty towards XYZ hospital 32

2.3 Conceptual Framework 33

Chapter III 35

Methodology 35

3.1. Research object 35

3.2. Type of Research..... 35

3.3. Analysis Unit..... 36

3.4. Operationalization Variables..... 36

3.5. Sample and Population..... 42

3.5.1 Determination of Sample Amount 43

3.5.2 Sampling Method..... 44

3.6. Method of Data Collection..... 44

3.7. Method of data analysis 46

3.7.1 Model in PLS-SEM..... 46

3.7.2 Hypothesis Test..... 48

CHAPTER IV 49

RESULT & DISCUSSION 49

4.1. Demographic Profile of Respondents 49

4.2 Behavior Profile Of The Respondents 51

4.3 Description Analysis 54

4.3.1 Descriptive Statistical Analysis of Facility and Environment 56

4.3.2 Descriptive Statistical Analysis of Service Procedure 57

4.3.3 Descriptive Statistical Analysis of Physician Service 58

4.3.4 Descriptive Statistical Analysis of Nurse Service 59

4.3.5 Descriptive Statistical Analysis of Administrative Personnel 60

4.3.6 Descriptive Statistical Analysis of Treatment Effectiveness 61

4.3.7 Descriptive Statistical Analysis of Hospital Brand Image 62

4.3.8 Descriptive Statistical Analysis of Patient Satisfaction 63

4.3.9 Descriptive Statistical Analysis of Patient Loyalty 64

4.4 Inferential Analysis 65

4.4.1 Outer Model 65

4.4.2 Inner Model 71

4.5 Discussion 92

Chapter 5 95

Conclusion & Recommendation 95

5.1 Conclusion 95

5.2 Managerial Implications..... 96

5.3 Limitation and Further Research Recommendation 98

References 100

Attachment A – Questionnaire 108

Attachment B – Outer Model.....121

Attachment C – Inner Model 122

List of Tables

Table 1.1 Revenue from Outpatient and Inpatient Mitra Keluarga Hospital.8

Table 1.2 Total Revenue from Mitra Hospitals.....9

Table 3.1 Independent Variable.....38

Table 3.2 Intervening Variable.....41

Table 3.3 Dependent Variable.....42

Table 3.4 Likert Scale.....45

Table 4.1 Demographic Profile of Respondents.....50

Table 4.2 Behaviour Profile Of The Respondents.....52

Table 4.3 Category Based on Average Score.....55

Table 4.4 Descriptive Statistical Analysis of Facility and Environment 56

Table 4.5 Descriptive Statistical Analysis of Service Procedure.....57

Table 4.6 Descriptive Statistical Analysis of Physician Service.....58

Table 4.7 Descriptive Statistical Analysis of Nurse Service.....59

Table 4.8 Descriptive Statistical Analysis of Administrative Personnel.....60

Table 4.9 Descriptive Statistical Analysis of Treatment Effectiveness.....61

Table 4.10 Descriptive Statistical Analysis of Hospital Brand Image.....62

Table 4.11 Descriptive Statistical Analysis of Patient Satisfaction.....63

Table 4.12 Descriptive Statistical Analysis of Patient Loyalty.....64

Table 4.13 Loading Indicator Test Results (Outer Loading).....67

Table 4.14 Construct Reliability.....68

Table 4.15 Average Variance Extracted Result.....69

Table 4.16 Discriminant Validity with Heterotrait-Monotrait Ratio.....70

Table 4.17 Inner Inflation Factor (VIF) Test Results.....73

Table 4.18 R Square results.....74

Table 4.19 Q Square results.....75

Table 4.20 Hypothesis Test Result.....77

Table 4.21 Special Indirect Effect 89

.

List of Figures

Figure 1.1 Private and Public Hospital In Indonesia.....3

Figure 1.2 Growth of hospital in Indonesia between 2015 – 2019.....4

Figure 2.1 Research Model adapted and modified 34

Figure 4.1 Outer Model.....66

Figure 4.2 Inner Model.....72

Figure 4.3 IPMA with Target Construct Patient Satisfaction.....90

Figure 4.4 IPMA with Target Indicator Patient Satisfaction.....91

Figure 4.5 Result of Research Model.....92