

## ABSTRAK

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**ANALISIS PENGARUH *TECHNICAL QUALITY, PROCEDURAL QUALITY, INFRASTRUCTURAL QUALITY, INTERACTIONAL QUALITY, PERSONNEL QUALITY, DAN SOCIAL SUPPORT QUALITY* TERHADAP *PATIENT SATISFACTION* DAN *BEHAVIORAL INTENTION* PENYINTAS COVID-19 PADA 13 RUMAH SAKIT TIPE B DI SURABAYA**

(ix + 327 halaman; 19 gambar; 50 tabel; 4 lampiran)

Dalam satu negara, pembangunan dalam sektor kesehatan merupakan salah satu bagian dari pembangunan nasional yang krusial. Rumah Sakit merupakan salah satu industri pelayanan kesehatan dalam pembangunan sektor kesehatan yang dikhususkan untuk melakukan pelayanan kesehatan individu secara lengkap yang menyediakan pelayanan yang bervariasi. Berfokus kepada kota Surabaya yang pada tahun 2020 mempunyai tingkatan masyarakat yang mengidap COVID-19 terbanyak kedua di Indonesia. Rumah Sakit Tipe B menjadi salah satu tempat yang ditunjuk pemerintah untuk menjadi Rumah Sakit rujukan COVID-19 yang dapat diandalkan.

Penelitian ini bertujuan untuk menganalisis bagaimana pengaruh *Technical Quality, Procedural Quality, Infrastructural Quality, Interactional Quality, Personnel Quality, Dan Social Support Quality*, terhadap *Patient Satisfaction* dan *Behavioural Intention*. Dalam penelitian ini, diharapkan untuk dapat memberikan manfaat dalam menambah pengetahuan dalam bidang manajemen, terutama mengenai pengaruh yang dimiliki *Patient Satisfaction* dalam meningkatkan *Behavioural Intention* pasien Rumah Sakit Tipe B.

Penelitian secara kausal dan metode kuantitatif akan digunakan dalam penelitian ini dengan melakukan pengolahan data pada SPSS versi 22.0. Data akan dikumpulkan dengan menyebarkan kuesioner terhadap 140 responden dengan karakteristik pria dan wanita berusia 18 – 60 tahun, berdomisili di Surabaya, pernah terjangkit virus COVID-19 dan telah berhasil sembuh, pernah melakukan transaksi dan menggunakan pelayanan rawat inap dan rawat jalan untuk pengobatan penyakit COVID-19 di Rumah Sakit Tipe B di Surabaya.

Dalam penelitian yang telah dilakukan terdapat hasil yang menunjukkan, variabel yang berpengaruh positif signifikan terhadap *Patient Satisfaction* adalah *Technical Quality, Procedural Quality, Infrastructural Quality, Personnel Quality*, dan *Social Support Quality* dan yang tidak berpengaruh signifikan adalah *Interactional Quality* dan *Social Support Quality*. Kemudian *Patient Satisfaction* berpengaruh positif signifikan terhadap terhadap *Behavioural Intention*.

**Kata Kunci:** *technical quality, procedural quality, infrastructural quality, interactional quality, personnel quality, social support quality, patient satisfaction, behavioral intention.*

Referensi: 84 (1993-2020)

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**ANALISIS PENGARUH *TECHNICAL QUALITY*, *PROCEDURAL QUALITY*, *INFRASTRUCTURAL QUALITY*, *INTERACTIONAL QUALITY*, *PERSONNEL QUALITY*, DAN *SOCIAL SUPPORT QUALITY* TERHADAP *PATIENT SATISFACTION* DAN *BEHAVIORAL INTENTION* PENYINTAS COVID-19 PADA 13 RUMAH SAKIT TIPE B DI SURABAYA**

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In a country, the development of the health sector has become one of the crucial part in the national infrastructure. Hospital is one of the health industry in the development of the health sector that specialized in giving service to the individuals that serves a variety of health service. Focused on Surabaya that in the 2020 had such a significant rate of the COVID-19 rate which made Surabaya the second highest rate of COVID-19 in Indonesia. The Type B Hospital in Indonesia has become the chosen place by the government to be the referral hospital that government can count on during the pandemic era.

The study aims to analyze how the influence of *Technical Quality*, *Procedural Quality*, *Infrastructural Quality*, *Interactional Quality*, *Personnel Quality*, and *Social Support Quality*, on *Patient Satisfaction*, and *Behavioral Intention*. This study will be done with a hope that it can provide benefits in increasing knowledge in the field of management, especially about the influence from *Patient Satisfaction* in increasing *Behavioral Intention* which will bring enhancement for the Hospital service to the COVID-19 sufferer.

Study by causal research and quantitative methods will be used in this study by data processing on *software* SPSS version 22.0. Data will be collected by distributing questionnaires to 140 respondent with the characteristics of men and women aged 18-60 years, domiciled in Surabaya, was the COVID-19 sufferer, has received service from one of the 13 Type B Referral Hospital in Surabaya, and has done a transaction through personal cash or/and BPJS or/and another assurance in he 13 Type B Referral Hospital in Surabaya.

In this study, the result indicate that the variables have a significant positive effect on *Patient Satisfaction* are *Technical Quality*, *Procedural Quality*, *Infrastructural Quality*, and *Personnel Quality* and for the variables that has no significant effect is *Interactional Quality*, and *Social Support Quality*. Then *Patient Satisfaction* has significant positive effect on *Behavioral Intention*.

**Kata Kunci:** *technical quality, procedural quality, infrastructural quality, interactional quality, personnel quality, social support quality, patient satisfaction, behavioral intention.*

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