

ABSTRAK

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HUBUNGAN MUTU PELAYANAN KESEHATAN, *SERVICESCAPE*, DAN FAKTOR SOSIO-DEMOGRAFI TERHADAP TINGKAT KEPUASAN PASIEN RAWAT JALAN DI KLINIK X

(xiv + 93 halaman; 5 gambar; 28 tabel; 7 lampiran)

Tujuan penelitian ini adalah untuk menganalisis hubungan positif mutu pelayanan kesehatan, *servicescape*, dan faktor sosio-demografi terhadap kepuasan pasien. Data dikumpulkan dengan menggunakan instrumen penelitian kuesioner. Target populasi pada penelitian ini adalah seluruh pasien yang datang berobat di Klinik X selama periode Juni hingga Agustus 2021 dan didapatkan sebanyak 160 responden dengan metode *convenience sampling*. Data dilakukan analisis secara statistik deskriptif dan statistik inferensial menggunakan program SMARTPLS. Hasil penelitian menunjukkan bahwa terdapat hubungan positif signifikan antara mutu pelayanan kesehatan, *servicescape*, dan faktor sosio-demografi terhadap kepuasan pasien. Penemuan membuktikan implikasi yang bermanfaat untuk meningkatkan mutu pelayanan kesehatan, *servicescape*, dan faktor sosio-demografi untuk diimplementasikan dalam proses manajerial klinik.

Referensi : 129 (1979 dan 2021)

Kata Kunci : mutu pelayanan kesehatan, *servicescape*, faktor sosio-demografi, tingkat kepuasan pasien

ABSTRACT

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THE ASSOCIATION BETWEEN QUALITY OF HEALTH SERVICES, SERVICESCAPE, AND SOCIO-DEMOGRAPHIC FACTORS TOWARDS PATIENT SATISFACTION AT OUTPATIENT OF CLINIC X

(xiii + 93 pages; 5 figures; 28 tables; 7 appendices)

The objectives of this study were to analyze the positive association between quality of health services, servicescape, and socio-demographic factors towards patient satisfaction. In this study, data were collected using a questionnaire. All patients visiting in the outpatient of X Clinic were recruited between July and August 2021, and 160 respondents were obtained using the convenience sampling method. Data were analyzed for descriptive and inferential statistics using the SmartPLS program. Results of the data analysis showed that there was a significant positive association between quality of health services, servicescape, and socio-demographic factors towards patient satisfaction. These findings implicated the need to improve the quality of health services, servicescape, and socio-demographic factors in the clinical managerial process.

References : 129(1979-2020)

Keywords : *quality of health service, servicescape, socio-demographic factors, patient satisfaction*