

## ABSTRAK

Illona Andromeda (NPM: 01616180023)

### **PENGARUH DARI *HOSPITAL SERVICESCAPE* TERHADAP *PATIENT LOYALTY* YANG DIMEDIASI OLEH *PATIENT EMOTION* DAN *PATIENT SATISFACTION* (STUDI PADA POLIKLINIK JANTUNG RS SWASTA XYZ TIPE C)**

Tujuan dari penelitian ini adalah untuk menguji pengaruh dari *hospital servicescape* terhadap *patient loyalty* yang dimediasi oleh variabel-variabel; *patient emotion* dan *patient satisfaction*. Model penelitian ini diadopsi dari penelitian terdahulu pada fasilitas kesehatan, yang kemudian diuji secara empiris pada pasien-pasien rawat jalan poliklinik jantung di rumah sakit swasta tipe C di Jakarta, Indonesia. Data responden diperoleh dengan *simple random sampling* dimana didapatkan 162 responden. Data diambil melalui kuesioner dengan skala Likert yang didistribusikan secara *online* pada bulan September 2021 dan dianalisis menggunakan PLS-SEM. Hasil dari penelitian menunjukkan bahwa *hospital servicescape* memiliki pengaruh signifikan terhadap variabel *patient emotion* dan *patient satisfaction*. Ditemukan pengaruh positif signifikan pada *positive emotion*, yang menjadi pengaruh paling kuat terhadap variabel *dependent*. Temuan penelitian ini mengkonfirmasi teori manajemen berdasarkan *servicescape* yang menjadi bahasan menarik khususnya dalam bidang industri kesehatan. Model penelitian ini memiliki kemampuan *large predictive accuracy* sehingga dapat dikembangkan dalam penelitian lebih lanjut. Terdapat implikasi manajerial yang diperoleh dari temuan penelitian ini serta rekomendasi bagi penelitian selanjutnya.

**Kata kunci:** *Hospital servicescape, patient emotion, patient satisfaction, patient loyalty, poliklinik, rumah sakit swasta*

## ABSTRACT

**Illona Andromeda (NPM: 01616180023)**

### **THE INFLUENCE OF HOSPITAL SERVICESCAPE TOWARDS PATIENT LOYALTY MEDIATED BY PATIENT EMOTION AND PATIENT SATISFACTION – STUDY ON A CARDIOVASCULAR OUTPATIENT CLINIC IN A PRIVATE HOSPITAL**

This study aims to analyze the influence of hospital servicescape toward patient loyalty mediated by patient emotion and patient satisfaction. The research model made based on the adoption of previous study in a healthcare facility, which was empirically tested on patients in a cardiovascular outpatient setting at hospital XYZ in Jakarta, Indonesia. Data was taken through a simple random sampling, with 162 eligible respondents. Data from respondents were derived through questionnaires using a Likert scale which was distributed online during September 2021 and analyzed using PLS-SEM. Results of this study showed that hospital servicescape has significant influence on mediating variables; namely patient emotion and patient satisfaction. Positive significant relationship was found on positive emotion, which appeared to have the strongest influence towards dependent variable. These findings confirmed the management theory based on servicescape, which had become one of the appealing topics especially with its relation in the healthcare industry. This research model possess a large predictive accuracy thus can be developed for further studies. Practical managerial implications were suggested which therefore can be recommended for upcoming studies.

**Keywords:** Hospital servicescape, patient emotion, patient satisfaction, patient loyalty, polyclinic, private hospital