

## ABSTRAK

**Karina Tiara (NPM: 01616180014)**

### **PENGARUH PENGGUNAAN *TELEMEDICINE* TERHADAP *PATIENT LOYALTY* YANG DIMEDIASI OLEH *PATIENT TRUST* DAN *PATIENT SATISFACTION* (STUDI PADA RUMAH SAKIT TIPE B BUMN XYZ)”**

Tujuan penelitian ini adalah untuk menguji pengaruh dari penggunaan *telemedicine* (*telemedicine usability*) yaitu *perceived usefulness*, *perceived ease of use*, *perceived effectiveness*, *perceived reliability* terhadap *patient loyalty* yang dimediasi oleh *patient trust* dan *patient satisfaction*. Model penelitian ini diadopsi dan dimodifikasi dari penelitian terdahulu pada rumah sakit, yang kemudian diuji secara empiris pada pasien pengguna layanan *telemedicine* di rumah sakit Tipe B BUMN XYZ di Kota Cilegon. Data responden diperoleh dengan *purposive sampling* dimana didapatkan 165 responden yang memenuhi kriteria. Data diambil melalui kuesioner dengan skala likert 1-5 yang didistribusikan secara *online* pada bulan September-Oktober 2021 serta dianalisis dengan PLS-SEM. Hasil penelitian menunjukkan bahwa dari kesepuluh hipotesis yang dikembangkan oleh peneliti, sembilan hipotesis memiliki pengaruh yang signifikan, satu hipotesis tidak didukung. Pengaruh terkuat *perceived usefulness* memiliki pengaruh signifikan terhadap *patient trust*, namun tidak memiliki pengaruh signifikan terhadap *patient satisfaction*. *Perceived ease of use*, *perceived effectiveness*, *perceived reliability* memiliki pengaruh signifikan terhadap kedua *patient trust* dan *patient satisfaction*. *Patient trust* dan *patient satisfaction* memiliki pengaruh signifikan terhadap *patient loyalty*. Temuan penelitian ini mengkonfirmasi teori *patient loyalty*, *patient trust*, dan *patient satisfaction* pada pelayanan rumah sakit. Temuan penelitian ini juga mengkonfirmasi penelitian-penelitian sebelumnya dan model penelitian ini memiliki kemampuan *large predictive* sehingga dapat dikembangkan dalam penelitian lebih lanjut. Terdapat implikasi manajerial yang diperoleh dari temuan penelitian ini serta dan rekomendasi bagi penelitian selanjutnya.

Kata Kunci : *telemedicine*, *telehealth*, *telemedicine usability*, *perceived usefulness*, *perceived ease of use*, *perceived effectiveness*, *perceived reliability*, *patient satisfaction*, *patient trust*, *patient loyalty*, rumah sakit BUMN

## **ABSTRACT**

**Karina Tiara (NPM : 01616180014)**

***THE INFLUENCE OF TELEMEDICINE USABILITY (PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, PERCEIVED EFFECTIVENESS, PERCEIVED RELIABILITY) TOWARD PATIENT LOYALTY MEDIATED BY PATIENT TRUST AND PATIENT SATISFACTION (STUDY ON HOSPITAL XYZ)***

*The aim of this study is to test and analyse the influence of Telemedicine Usability toward patient loyalty mediated by patient trust and patient satisfaction (Study on Hospital XYZ).*

*The research model was adopted from previous study done in the hospital setting, that empirically tested on outpatient telemedicine user in Hospital XYZ. Data from respondent was taken by purposive sampling with 165 eligible respondent were obtained. Data Collection done through questionnaire with Likert Scale that distributed by online during September until October 2021, and further analysed by PLS-SEM. The result of this study demonstrated that Telemedicine Usability has significant positive influences on both mediating variables named; patient trust and patient satisfaction. From ten hypothesis developed in this research, there are nine hypotheses have significant positive influences toward dependent variable patient loyalty mediated by mediating variables patient trust and patient satisfaction. Perceived usefulness has positive significant influences toward patient trust, but has insignificant effect on patient satisfaction. Perceived ease of use, perceived effectiveness, perceived reliability has positive significant influences toward both mediating variables patient trust and patient satisfaction. Patient trust and patient satisfaction have positive significant influences toward patient loyalty. This result model has large predictive accuracy therefore need to be develop in the further research. There are managerial implication suggested to the hospital management and recommendation for the future research.*

*Keywords : telemedicine, telehealth, telemedicine usability, perceived usefulness, perceived ease of use, perceived effectiveness, perceived reliability, patient satisfaction, patient trust, patient loyalty, rumah sakit BUMN*