

ABSTRAK

ANALISIS PENGARUH *TECHNICAL QUALITY, PROCEDURAL QUALITY, INFRASTRUCTURAL QUALITY, INTERACTIONAL QUALITY, PERSONNEL QUALITY, SOCIAL SUPPORT QUALITY, ADMINISTRATIVE QUALITY, MEDICAL CARE QUALITY, DAN NURSING CARE QUALITY* TERHADAP *PATIENT SATISFACTION* DAN *BEHAVIORAL INTENTION* PASIEN RS SWASTA DI SURABAYA

(xviii + 241 halaman: 10 gambar; 51 tabel; 11 lampiran)

Berbagai protokol kesehatan yang ditentukan pemerintah pada saat pandemi COVID-19 mempengaruhi kualitas pelayanan Rumah Sakit. Penelitian dilakukan untuk mengetahui pengaruh sembilan variabel *Service Quality* terhadap *Patient Satisfaction* dan pengaruh *Patient Satisfaction* terhadap *Behavioral Intention*. Pengumpulan data dilakukan dengan menggunakan kuesioner terhadap 313 responden yang pernah menjadi pasien Rawat Inap pada Rumah Sakit Swasta di Kota Surabaya antara periode Januari 2018 hingga Oktober 2021. Data dianalisa dengan uji statistik *Structural Equation Modeling* menggunakan software AMOS. Dari hasil penelitian dapat disimpulkan bahwa *Patient Satisfaction* berpengaruh signifikan terhadap *Behavioral Intention* dengan nilai C.R sebesar 14.212. Variabel *Service Quality* yang berpengaruh positif secara signifikan terhadap *Patient Satisfaction* adalah *Nursing Care Quality* dengan nilai C.R. sebesar 4.769; *Medical Care Quality* dengan nilai C.R. sebesar 4.272; *Procedural Quality* dengan nilai C.R. sebesar 3.629; *Infrastructural Quality* dengan nilai C.R. sebesar 3.406; *Technical Quality* dengan nilai C.R. sebesar 3.367; *Personnel Quality* dengan nilai C.R. sebesar 3.208; *Interactional Quality* dengan nilai C.R. sebesar 3.07. *Social Support Quality* dan *Administrative Quality* tidak terbukti berpengaruh secara signifikan terhadap *Patient Satisfaction*.

Health protocols that regulated by government during COVID-19 pandemic impacted Hospital Service Quality. This study aims to analyze the impact of nine Service Quality variables towards Patient Satisfaction and the impact of Patient Satisfaction towards Behavioral Intention. Data were compiled using questioner to 313 respondents that hospitalized in Private Hospital in Surabaya City during January 2018 to October 2021. Data analyzed using Structural Equation Modeling with AMOS software. Empirical findings suggested that there is positive significance influence of Patient Satisfaction to Behavioral Intention with C.R value of 14.212. Variables of Service Quality that positively and significantly influenced Patient Satisfaction are Nursing Care Quality with C.R. value of 4.769; Medical Care Quality with C.R. value of 4.272; Procedural Quality with C.R. value of 3.629; Infrastructural Quality with C.R. value of 3.406; Technical Quality with C.R. value of 3.367; Personnel Quality with C.R. value of 3.208; Interactional Quality with C.R. value of 3.07. Social Support Quality and Administrative Quality do not significantly influence Patient Satisfaction.

Referensi: 56 (1988 - 2021)