

## DAFTAR ISI

HALAMAN JUDUL.....	
PERNYATAAN DAN PERSETUJUAN UNGGAH TUGAS AKHIR .....	ii
PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR .....	iii
LEMBAR PERSETUJUAN TIM PENGUJI TUGAS AKHIR .....	iv
ABSTRAK .....	v
KATA PENGANTAR .....	vi
DAFTAR ISI.....	ix
DAFTAR GAMBAR .....	xiv
DAFTAR TABEL.....	xv
DAFTAR LAMPIRAN .....	xvii
BAB 1 PENDAHULUAN .....	1
1.1 Latar Belakang Masalah .....	1
1.2 Batasan Masalah .....	11
1.3 Rumusan Masalah.....	12
1.4 Tujuan Penelitian.....	13
1.5 Manfaat Penelitian.....	14
1.5.1 Manfaat Teoritis .....	14
1.5.2 Manfaat Praktis .....	14
1.6 Sistematika Penulisan .....	14
BAB 2 TINJAUAN PUSTAKA DAN PENGEMBANGAN HIPOTESIS .....	16
2.1 Landasan Teori .....	16
2.1.1 <i>Behavioral Intention</i> .....	16
2.1.2 <i>Patient Satisfaction</i> .....	17
2.1.3 <i>Service Quality</i> .....	20
2.1.3.1 <i>Technical Quality</i> .....	22
2.1.3.2 <i>Procedural Quality</i> .....	22
2.1.3.3 <i>Infrastructural Quality</i> .....	23
2.1.3.4 <i>Interactional Quality</i> .....	23

2.1.3.5 <i>Personnel Quality</i> .....	24
2.1.3.6 <i>Social Support Quality</i> .....	25
2.1.3.7 <i>Administrative Quality</i> .....	26
2.1.3.8 <i>Medical Care Quality</i> .....	27
2.1.3.9 <i>Nursing Care Quality</i> .....	28
2.2 Penelitian terdahulu .....	29
2.3 Pengembangan hipotesis.....	35
2.3.1 Pengaruh <i>Technical Quality</i> terhadap <i>Patient Satisfaction</i> .....	35
2.3.2 Pengaruh <i>Procedural Quality</i> terhadap <i>Patient Satisfaction</i> .....	36
2.3.3 Pengaruh <i>Infrastructural Quality</i> terhadap <i>Patient Satisfaction</i> .....	37
2.3.4 Pengaruh <i>Interactional Quality</i> terhadap <i>Patient Satisfaction</i> .....	38
2.3.5 Pengaruh <i>Personnel Quality</i> terhadap <i>Patient Satisfaction</i> .....	39
2.3.6 Pengaruh <i>Social Support Quality</i> terhadap <i>Patient Satisfaction</i> .....	40
2.3.7 Pengaruh <i>Administrative Quality</i> terhadap <i>Patient Satisfaction</i> .....	40
2.3.8 Pengaruh <i>Medical Care Quality</i> terhadap <i>Patient Satisfaction</i> .....	41
2.3.9 Pengaruh <i>Nursing Care Quality</i> terhadap <i>Patient Satisfaction</i> .....	41
2.3.10 Pengaruh <i>Patient Satisfaction</i> terhadap <i>Behavioral Intention</i> .....	42
2.4 Model Penelitian.....	43
2.5 Bagan Alur Berpikir .....	45
BAB 3 METODOLOGI PENELITIAN.....	47
3.1 Jenis Penelitian .....	47
3.2 Populasi dan Sampel.....	47
3.2.1 Populasi .....	47
3.2.2 Sampel .....	50
3.3 Metode Pengumpulan Data .....	52
3.4 Definisi Operasional dan Pengukuran Variabel .....	56
3.5 Metode Analisis Data .....	59
3.6 Uji <i>Reliability</i> .....	70
BAB 4 ANALISIS DATA DAN PEMBAHASAN .....	71
4.1 Gambaran Umum .....	71
4.1.1 Rumah Sakit Swasta .....	71

4.1.2 Profil Responden .....	76
4.1.2.1 Jenis Kelamin Responden .....	77
4.1.2.2 Jenis Penjaminan.....	79
4.2 Analisis Data.....	80
4.2.1 Tanggapan Responden.....	80
4.2.1.1 Variabel <i>Technical Quality</i> .....	81
4.2.1.2 Variabel <i>Procedural Quality</i> .....	82
4.2.1.3 Variabel <i>Infrastructural Quality</i> .....	84
4.2.1.4 Variabel <i>Interactional Quality</i> .....	85
4.2.1.5 Variabel <i>Personnel Quality</i> .....	86
4.2.1.6 Variabel <i>Social Support Quality</i> .....	88
4.2.1.7 Variabel <i>Administrative Quality</i> .....	89
4.2.1.8 Variabel <i>Medical Care Quality</i> .....	89
4.2.1.9 Variabel <i>Nursing Care Quality</i> .....	90
4.2.1.10 Variabel <i>Patient Satisfaction</i> .....	91
4.2.1.11 Variabel <i>Behavioral Intention</i> .....	91
4.2.2 Analisis Deskriptif Variabel .....	92
4.2.2.1 Variabel <i>Technical Quality</i> .....	92
4.2.2.2 Variabel <i>Procedural Quality</i> .....	94
4.2.2.3 Variabel <i>Infrastructural Quality</i> .....	99
4.2.2.4 Variabel <i>Interactional Quality</i> .....	102
4.2.2.5 Variabel <i>Personnel Quality</i> .....	104
4.2.2.6 Variabel <i>Social Support Quality</i> .....	107
4.2.2.7 Variabel <i>Administrative Quality</i> .....	109
4.2.2.8 Variabel <i>Medical Care Quality</i> .....	110
4.2.2.9 Variabel <i>Nursing Care Quality</i> .....	111
4.2.2.10 Variabel <i>Patient Satisfaction</i> .....	112
4.2.2.11 Variabel <i>Behavioral Intention</i> .....	113
4.2.3 Hasil Pengujian Kualitas Data.....	114
4.2.3.1 <i>Multivariate Normality</i> .....	115
4.2.3.2 Evaluasi <i>Outliers</i> .....	117

4.2.3.2.1 <i>Univariate Outliers</i> .....	117
4.2.3.2.2 <i>Multivariate Outliers</i> .....	119
4.2.3.3 Evaluasi <i>Multicolinearity</i> dan <i>Singularity</i> .....	120
4.2.3.4 <i>Confirmatory Factor Analysis</i> .....	121
4.2.3.4.1 <i>Confirmatory Factor Analysis</i> Variabel Eksogen .....	122
4.2.3.4.2 <i>Confirmatory Factor Analysis</i> Variabel Endogen.....	124
4.2.4 Analisis <i>Full Structural Equation Modeling</i> .....	125
4.2.5 Uji <i>Reliability</i> .....	129
4.2.6 Hasil Pengujian Hipotesis.....	130
4.2.6.1 Pengujian Hipotesis 1 (H1) .....	131
4.2.6.2 Pengujian Hipotesis 2 (H2) .....	132
4.2.6.3 Pengujian Hipotesis 3 (H3) .....	133
4.2.6.4 Pengujian Hipotesis 4 (H4) .....	134
4.2.6.5 Pengujian Hipotesis 5 (H5) .....	135
4.2.6.6 Pengujian Hipotesis 6 (H6) .....	136
4.2.6.7 Pengujian Hipotesis 7 (H7) .....	136
4.2.6.8 Pengujian Hipotesis 8 (H8) .....	137
4.2.6.9 Pengujian Hipotesis 9 (H9) .....	137
4.2.6.10 Pengujian Hipotesis 10 (H10) .....	138
4.3 Pembahasan .....	139
4.3.1 Pembahasan Variabel.....	139
4.3.2 Pembahasan Indikator.....	151
BAB 5 KESIMPULAN .....	165
5.1 Simpulan.....	165
5.1.1 Simpulan Atas Hipotesis .....	166
5.1.1.1 Pengaruh <i>Technical Quality</i> terhadap <i>Patient Satisfaction</i> .....	166
5.1.1.2 Pengaruh <i>Procedural Quality</i> terhadap <i>Patient Satisfaction</i> .....	167
5.1.1.3 Pengaruh <i>Infrastructural Quality</i> terhadap <i>Patient Satisfaction</i> .....	169
5.1.1.4 Pengaruh <i>Interactional Quality</i> terhadap <i>Patient Satisfaction</i> .....	170
5.1.1.5 Pengaruh <i>Personnel Quality</i> terhadap <i>Patient Satisfaction</i> .....	172
5.1.1.6 Pengaruh <i>Social Support Quality</i> terhadap <i>Patient Satisfaction</i> .....	173

5.1.1.7 Pengaruh <i>Administrative Quality</i> terhadap <i>Patient Satisfaction</i> .....	174
5.1.1.8 Pengaruh <i>Medical Care Quality</i> terhadap <i>Patient Satisfaction</i> .....	175
5.1.1.9 Pengaruh <i>Nursing Care Quality</i> terhadap <i>Patient Satisfaction</i> .....	175
5.1.1.10 Pengaruh <i>Patient Satisfaction</i> terhadap <i>Behavioral Intention</i> .....	176
5.1.2 Simpulan Atas Masalah Penelitian .....	177
5.2 Implikasi .....	179
5.2.1 Implikasi Teoritis.....	179
5.2.2 Implikasi Manajerial.....	181
5.3 Rekomendasi .....	202
DAFTAR PUSTAKA .....	203
LAMPIRAN .....	210

## **DAFTAR GAMBAR**

Gambar 1.1 Grafik COGS RS emiten BEI.....	2
Gambar 2.1 Model Penelitian Jameel <i>et al</i> .....	32
Gambar 2.2 Model Penelitian Sibarani & Riani .....	35
Gambar 2.3 Model Penelitian .....	43
Gambar 4.1 Jenis Kelamin Responden .....	78
Gambar 4.2 Jenis Penjaminan.....	79
Gambar 4.3 CFA Variabel Eksogen.....	122
Gambar 4.4 CFA Variabel Endogen .....	124
Gambar 4.5 <i>Full Structural Equation Model</i> .....	126
Gambar 4.6 Hasil Penelitian .....	139

## **DAFTAR TABEL**

Tabel 1.1 Rekap Google Review Rumah Sakit Swasta di Surabaya Setelah Pandemi COVID-19.....	5
Tabel 1.2 Rekap Google Review Rumah Sakit Swasta di Surabaya Sebelum Pandemi COVID-19.....	6
Tabel 3.1 Daftar Rumah Sakit Kelas B di Surabaya .....	48
Tabel 3.2 Desain Inti Kuesioner.....	53
Tabel 3.3 Definisi Operasional dan Pengukuran variabel.....	57
Tabel 3.4 Keterangan Indikator Konstruk.....	62
Tabel 3.5 Indeks Pengujian Kelayakan Sebuah Model.....	69
Tabel 4.1 Jenis Kelamin Responden .....	77
Tabel 4.2 Jenis Penjaminan.....	79
Tabel 4.3 Derajat Penilaian Setiap Variabel .....	80
Tabel 4.4 Tanggapan Responden terhadap <i>Technical Quality</i> .....	81
Tabel 4.5 Tanggapan Responden terhadap <i>Procedural Quality</i> .....	82
Tabel 4.6 Tanggapan Responden terhadap <i>Infrastructural Quality</i> .....	84
Tabel 4.7 Tanggapan Responden terhadap <i>Interactional Quality</i> .....	85
Tabel 4.8 Tanggapan Responden terhadap <i>Personnel Quality</i> .....	87
Tabel 4.9 Tanggapan Responden terhadap <i>Social Support Quality</i> .....	88
Tabel 4.10 Tanggapan Responden terhadap <i>Administrative Quality</i> .....	89
Tabel 4.11 Tanggapan Responden terhadap <i>Medical Care Quality</i> .....	90
Tabel 4.12 Tanggapan Responden terhadap <i>Nursing Care Quality</i> .....	90
Tabel 4.13 Tanggapan Responden terhadap <i>Patient Satisfaction</i> .....	91
Tabel 4.14 Tanggapan Responden terhadap <i>Behavioral Intention</i> .....	92
Tabel 4.15 Analisa Deskriptif Variabel <i>Technical Quality</i> .....	92
Tabel 4.16 Analisa Deskriptif Variabel <i>Procedural Quality</i> .....	94
Tabel 4.17 Analisa Deskriptif Variabel <i>Infrastructural Quality</i> .....	99
Tabel 4.18 Analisa Deskriptif Variabel <i>Interactional Quality</i> .....	102

Tabel 4.19 Analisa Deskriptif Variabel <i>Personnel Quality</i> .....	104
Tabel 4.20 Analisa Deskriptif Variabel <i>Social Support Quality</i> .....	107
Tabel 4.21 Analisa Deskriptif Variabel <i>Administrative Quality</i> .....	109
Tabel 4.22 Analisa Deskriptif Variabel <i>Medical Care Quality</i> .....	110
Tabel 4.23 Analisa Deskriptif Variabel <i>Nursing Care Quality</i> .....	111
Tabel 4.24 Analisa Deskriptif Variabel <i>Patient Satisfaction</i> .....	112
Tabel 4.25 Analisa Deskriptif Variabel <i>Behavioral Intention</i> .....	113
Tabel 4.26 <i>Multivariate Normality</i> .....	116
Tabel 4.27 Statistik Deskriptif Z-Score .....	118
Tabel 4.28 Mahalanobis <i>Distance</i> .....	119
Tabel 4.29 Hasil Deteksi <i>Singularity</i> dan <i>Collinearity</i> .....	120
Tabel 4.30 Uji Bobot Faktor dan Nilai <i>Factor Loading</i> Variabel Eksogen.....	123
Tabel 4.31 Uji Bobot Faktor dan Nilai <i>Factor Loading</i> Variabel Endogen .....	125
Tabel 4.32 Indeks Pengujian Kelayakan .....	126
Tabel 4.33 <i>Regression Weight Full Structural Equation Model</i> .....	127
Tabel 4.34 Uji <i>Reliability</i> .....	129
Tabel 4.35 Hasil Uji Hipotesis .....	131
Tabel 4.36 Indikator Variabel <i>Procedural Quality</i> .....	151
Tabel 4.37 Indikator Variabel <i>Personnel Quality</i> .....	155
Tabel 4.38 Indikator Variabel <i>Nursing Care Quality</i> .....	156
Tabel 4.39 Indikator Variabel <i>Medical Care Quality</i> .....	157
Tabel 4.40 Indikator Variabel <i>Technical Quality</i> .....	158
Tabel 4.41 Indikator Variabel <i>Infrastructural Quality</i> .....	160
Tabel 4.42 Indikator Variabel <i>Interactional Quality</i> .....	162
Tabel 5.1 Implikasi Teoritis .....	179
Tabel 5.2 Implikasi Manajerial .....	196

## DAFTAR LAMPIRAN

Lampiran A. Kuesioner.....	210
Lampiran B. Google <i>Review</i> .....	215
Lampiran C. Uji Normalitas.....	218
Lampiran D. Uji <i>Outlier Univariat</i> dengan Z-Score.....	219
Lampiran E. Uji <i>Outlier Multivariat</i> dengan <i>Mahalanobis Distance</i> .....	220
Lampiran F. Uji Multikolinieritas dan Singularitas .....	223
Lampiran G. Perhitungan <i>Composite Indicator</i> .....	224
Lampiran H. Uji CFA Konstruk Eksogen.....	228
Lampiran I. Uji CFA Konstruk Endogen.....	233
Lampiran J. Perhitungan <i>Construct Reliability</i> dan <i>Average Variance Extracted</i> (AVE).....	234
Lampiran K. Hasil Estimasi <i>Full Model SEM</i> .....	235