

ABSTRAK

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PENGARUH KUALITAS LAYANAN TERHADAP LOYALITAS PASIEN YANG DIMEDIASI OLEH KEPUASAN PASIEN DI WELLCLINIC GADING SERPONG

(xiii + 90 halaman; 8 Gambar; 16 tabel; 3 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh positif kualitas layanan dan kepuasan pasien, pengaruh positif kepuasan pasien dan loyalitas pasien, kualitas layanan dan loyalitas pasien, dan kualitas layanan dan loyalitas pasien yang dimediasi kepuasan pasien. Target populasi penelitian ialah seluruh pasien rawat jalan yang berusia minimal 18 tahun, bersedia menjadi responden, dan pernah menggunakan jasa rawat jalan di WellClinic Gading Serpong minimal dua kali dan dalam periode Januari-Maret 2022. Penentuan jumlah sampel ditentukan sebesar 200 sampel. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diolah menggunakan *Partial Least Square-Structural Equation Modelling (PLS-SEM)*. Hasil penelitian menunjukkan bahwa kualitas layanan berpengaruh positif terhadap kepuasan pasien, kepuasan pasien berpengaruh positif terhadap loyalitas pasien, kualitas layanan berpengaruh positif terhadap loyalitas pasien, dan kualitas layanan terhadap loyalitas pasien yang dimediasi oleh kepuasan pelanggan.

Kata kunci: kualitas layanan, kepuasan pasien, loyalitas pasien.

ABSTRACT

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THE EFFECT OF SERVICE QUALITY ON PATIENT'S LOYALTY MEDIATED BY PATIENT SATISFACTION IN WELLCLINIC GADING SERPONG

(xiii + 90 pages; 8 figures; 16 table; 3 appendices)

This study aims to analyze the relationship between service quality and patient satisfaction, relationship between patient satisfaction and patient loyalty, relationship between service quality and patient loyalty, and relationship between service quality and patient loyalty mediated by patient satisfaction. The target population of this research were outpatients with an age of at least 18 or above at WellClinic Gading Serpong, who are willing to be respondents of this study, and have used outpatient services at RS WellClinic Gading Serpong at least two times and within the period of January-March 2022. The number of samples were determined to be which 200 samples. The sampling technique used was purposive sampling. Partial Least Square-Structural Equation modeling (PLS-SEM) is applied to this study. The results of data analysis showed that the service quality has a positive effect on patient satisfaction, patient satisfaction has a positive effect on patient loyalty, service quality has a positive effect on patient loyalty, and service quality has a positive impact on patient loyalty mediated by patient satisfaction.

keyword: service quality, patient satisfaction, patient loyalty.