

ABSTRAK

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PENGARUH ELEMEN DARI *PATIENT EXPERIENCE* TERHADAP *EXPERIENTIAL SATISFACTION* SERTA DAMPAKNYA PADA *RE-VISIT INTENTION* DAN *POSITIVE EWOM* (STUDI PADA PASIEN RAWAT INAP RS SWASTA XYZ DI JAKARTA)

(vxi; 160 halaman; 21 tabel; 7 gambar)

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh elemen *patient experience* yang terdiri *treatment service* dengan dimensinya, *health care standard*, *next of kin relation*, dan *discharge process* terhadap *patient experiential satisfaction*, dan selanjutnya dampaknya terhadap *revisit intention* dan *positive electronic word of mouth* (EWOM). Rerangka penelitian dikembangkan dari penelitian sebelumnya, berdasarkan *patient experience questionnaire* (PEQ), dan referensi penelitian terdahulu serta dilakukan dengan olah data dari pasien rawat inap di rumah sakit swasta. Penelitian ini merupakan kuantitatif survei dengan pendekatan *cross-sectional*. Responden diambil secara *purposive sampling* dengan penyebaran kuesioner kepada pasien yang baru keluar dari rumah sakit. Terdapat sebanyak 178 sampel yang memenuhi syarat dan dianalisis dengan PLS-SEM. Hasil penelitian menunjukkan bahwa *treatment service* secara signifikan dibentuk oleh dimensi formatifnya yaitu *doctor services*, *nurse services*, *health care organization*, dan *information*. Selanjutnya, *treatment services*, *health care standard*, *next of kin relation*, dan *discharge process* menunjukkan pengaruh yang signifikan dan positif terhadap *patient experiential satisfaction*, dimana efek paling kuat ditemukan dari *treatment services*. Hasil penelitian menunjukkan *patient experiential satisfaction* memberikan dampak yang signifikan pada *revisit intention* dan *positive EWOM*. Studi ini berkontribusi pada pengukuran *patient experience* dengan struktur *first order* dan *second order* yang memberikan wawasan manajerial untuk manajemen rumah sakit swasta, terutama dengan menunjukkan peran penting perawat dalam pengalaman rawat inap. Terdapat beberapa saran bagi penelitian selanjutnya.

Kata kunci: *Patient experience*, *patient experiential satisfaction*, *revisit intention*, *positive EWOM*, rumah sakit swasta.

ABSTRACT

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THE EFFECT OF PATIENT EXPERIENCE IN PRIVATE HOSPITAL TOWARD INPATIENT EXPERIENTIAL SATISFACTION AND ITS DESTINED IMPACT

(xvi; 160 pages, 21 table, 7 figures)

This research has the aim of analyzing the effect of patient experience element that consists of the dimension of treatment service, health care standard, next of kin, and discharge process toward patient experiential satisfaction, and further its impact on revisit intention and willingness to share the positive electronic word of mouth (EWOM). The research framework was developed from previous studies, based on the patient experience questionnaire (PEQ), and carried out with data from the inpatient of a private hospital. This study deploys a quantitative survey with a cross-sectional approach. Respondents were taken purposively in exit interviews with a questionnaire distributed to patients whose about to discharge from the hospital. There were 178 samples that met the requirements and were analyzed by PLS-SEM. The results revealed that the treatment service is significantly shaped by its formative dimension named doctor services, nurse services, information, and health care organization. Further, the treatment service, health care standards, discharge process, and next of kin have proven to demonstrate a significant and positive effect on patient experiential satisfaction. As expected, the strongest effect was found in the treatment service. The experiential satisfaction demonstrated its significant destined impact on revisit intention and willingness to spread positive EWOM. This study contributes to the new measurement of patient experience with the first and second order structure that offers managerial insight for private hospital management, especially by showing the prominent role of the nurse in the inpatient experience.

Keywords: *Patient experience, patient experiential satisfaction, revisit intention, positive EWOM, private hospital.*