

## ABSTRAK

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**PENGARUH *PHYSICAL INFRASTRUCTURE QUALITY*, *PROVIDER-PATIENT INTERACTIONAL QUALITY*, *ADMINISTRATIVE QUALITY*, *MEDICAL CARE QUALITY*, DAN *NURSING CARE QUALITY* TERHADAP *PATIENT SATISFACTION* DAN *PATIENT BEHAVIORAL CONSENT* PADA RUMAH SAKIT COLUMBIA ASIA DI MEDAN**

(xviii + 178 halaman; 21 gambar; 57 tabel; 11 lampiran)

Rumah sakit merupakan salah satu sektor yang menjadi fokus dalam pembangunan nasional yang dikhususkan untuk melayani kesehatan individu. Seiring berjalannya waktu, perkembangan rumah sakit di Indonesia mengalami peningkatan dari tahun ke tahun. Hal ini menjadi penting bagi Rumah Sakit Columbia Asia Medan untuk menjaga kepuasan pasien agar dapat memimpin pasar ditengah persaingan yang semakin ketat.

Penelitian ini menggunakan data primer dan sekunder, kuesioner disebarikan kepada pengguna jasa Rumah Sakit Columbia Asia di Medan. Data kemudian dihitung dengan uji validitas dan uji reliabilitas. Metode *sampling* yang digunakan adalah non-probabilitas yaitu *snowball sampling*. Data yang telah terkumpul kemudian diolah dengan menggunakan *software* SPSS 25.0 dan diuji dengan uji normalitas, heterokedastisitas, multikolinearitas, dan uji linearitas. Kemudian dilanjutkan pengujian regresi linear berganda, koefisien determinasi serta uji hipotesis yang terdiri dari uji T dan uji F.

Penelitian ini bertujuan untuk mengetahui manakah yang memiliki pengaruh terbesar antara *Physical Infrastructure Quality*, *Provider-Patient Interactional Quality*, *Administrative Quality*, *Medical Care Quality*, dan *Nursing Care Quality* terhadap *Patient Satisfaction* dan *Patient Behavioral Consent* di Rumah Sakit Columbia Asia, serta signifikansinya. Hasil penelitian menemukan bahwa *Administrative Quality*, *Medical Care Quality*, *Nursing Care Quality* dan *Physical Infrastructure Quality* memiliki pengaruh signifikan terhadap *Patient Satisfaction* secara parsial dan simultan. Sedangkan *Provider-Patient Interactional Quality* hanya signifikan secara simultan terhadap *Patient Satisfaction*. *Patient Satisfaction* secara parsial dan simultan berpengaruh signifikan terhadap *Patient Behavioral Consent*. *Patient Satisfaction* juga memediasi pengaruh *Physical Infrastructure Quality*, *Provider-Patient Interactional Quality*, *Administrative Quality*, *Medical Care Quality*, dan *Nursing Care Quality* terhadap *Patient Behavioral Consent* di Rumah Sakit Columbia Asia di Medan.

**Kata kunci:** *Physical Infrastructure Quality*, *Provider-Patient Interactional Quality*, *Administrative Quality*, *Medical Care Quality*, *Nursing Care Quality* *Patient Satisfaction* *Patient Behavioral Consent*

Referensi: 68 (2002-2021)

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***PENGARUH PHYSICAL INFRASTRUCTURE QUALITY, PROVIDER-PATIENT INTERACTIONAL QUALITY, ADMINISTRATIVE QUALITY, MEDICAL CARE QUALITY, DAN NURSING CARE QUALITY TERHADAP PATIENT SATISFACTION DAN PATIENT BEHAVIORAL CONSENT PADA RUMAH SAKIT COLUMBIA ASIA DI MEDAN***

(xviii+ 178 pages; 21 figures; 57 tables; 11 appendixes)

Hospitals are one of the sectors that are the focus of national development that are devoted to serving individual health. Over time, the development of hospitals in Indonesia has increased from year to year. This is important for Columbia Asia Hospital Medan to maintain patient satisfaction in order to lead the market in the midst of increasingly fierce competition.

This study uses primary and secondary data, questionnaires distributed to service users of Columbia Asia Hospital in Medan. The data is then calculated by testing the validity and reliability tests. The sampling method used is non-probability, namely snowball sampling. The collected data was then processed using SPSS 25.0 software and tested with normality, heteroscedasticity, multicollinearity, and linearity tests. Then continued with multiple linear regression testing, coefficient of determination and hypothesis testing consisting of T test and F test.

This study aims to determine which one has the greatest influence between Physical Infrastructure Quality, Provider-Patient Interactional Quality, Administrative Quality, Medical Care Quality, and Nursing Care Quality on Patient Satisfaction and Patient Behavioral Consent at Columbia Asia Hospital, and their significance. The results of the study found that Administrative Quality, Medical Care Quality, Nursing Care Quality and Physical Infrastructure Quality had a significant effect on Patient Satisfaction partially and simultaneously. Meanwhile, Provider-Patient Interactional Quality is only significant simultaneously on Patient Satisfaction. Patient Satisfaction partially and simultaneously has a significant effect on Patient Behavioral Consent. Patient Satisfaction also mediates the effect of Physical Infrastructure Quality, Provider-Patient Interactional Quality, Administrative Quality, Medical Care Quality, and Nursing Care Quality on Patient Behavioral Consent at Columbia Asia Hospital in Medan.

**Keywords:** *Physical Infrastructure Quality, Provider-Patient Interactional Quality, Administrative Quality, Medical Care Quality, Nursing Care Quality Patient Satisfaction Patient Behavioral Consent*

References: 68 (2002-2021)