

ABSTRAK

Anggreini Oktavia Trisno (01616210021)

PENGARUH DIMENSI *PERCEIVED VALUE* TERHADAP *TRUST*, *SATISFACTION*, DAN *LOYALTY* PASIEN RAWAT JALAN DI SILOAM HOSPITALS LIPPO VILLAGE

(xvi + 141 halaman; 13 gambar; 42 tabel; 4 lampiran)

Loyalitas pasien merupakan hal penting dalam strategi pemasaran di industri kesehatan, termasuk rumah sakit. Pasien yang loyal akan berobat kembali, dan merekomendasikan rumah sakit kepada orang lain, dan hal tersebut dapat menurunkan pengeluaran untuk pemasaran. Penelitian ini memiliki tujuan untuk mengetahui dan menganalisis pengaruh dari *perceived value*, *satisfaction*, *commitment*, dan *trust* terhadap *loyalty*. Jenis pada penelitian ini yaitu penelitian kuantitatif menggunakan uji hipotesis dengan melakukan survei *cross-sectional*. Pengambilan sampel pada penelitian ini diambil menggunakan metode *purposive sampling*. Penelitian ini dilakukan dengan menyebarkan kuesioner melalui *google form* dan data terkumpul sebanyak 224 responden yang pernah berobat ke Siloam Hospitals Lippo Village. Data pada penelitian ini dianalisa menggunakan *Partial Least Square-Structural Equation Modeling* (PLS-SEM) dengan aplikasi SmartPLS. Pada penelitian ini mendapatkan hasil bahwa *perceived value* berpengaruh positif terhadap *trust*, dan *patient satisfaction*. *Trust* berpengaruh positif terhadap *commitment* dan *loyalty*. *Satisfaction* berpengaruh positif terhadap *commitment*, *trust* dan *loyalty*. *Commitment* berpengaruh positif terhadap *loyalty*. *Perceived value* tidak berpengaruh positif terhadap *loyalty*. Hal tersebut perlu perhatian oleh manajemen rumah sakit agar dapat meningkatkan loyalitas pasien, serta dapat berkontribusi dalam ilmu pendidikan dengan penambahan literatur terkait *perceived value*, *satisfaction*, *commitment*, *trust*, dan *loyalty* pasien terhadap pelayanan di rumah sakit.

Referensi: 109 (1987 - 2022)

Kata kunci: *commitment*, *loyalty*, *perceived value*, *satisfaction*, *trust*

ABSTRACT

Anggreini Oktavia Trisno (01616210021)

THE EFFECT OF THE PERCEIVED VALUE DIMENSION ON TRUST, SATISFACTION, AND LOYALTY OF OUTPATIENT CARE AT SILOAM HOSPITALS LIPPO VILLAGE

(xvi + 141 pages; 13 figures; 42 tables; 4 appendices)

Patient loyalty is a significant element of marketing strategies in the healthcare industry, including hospitals. Loyal patients will return for another treatment and recommend the hospital to others which will help the hospital to reduce marketing costs. This study aims to determine and analyse the effect of perceived value, satisfaction, commitment, and trust on loyalty. This study is quantitative, using hypothesis testing by conducting a cross-sectional survey. The sampling was selected using the purposive sampling method. This research was conducted by distributing questionnaires using Google forms, and data were collected from 224 respondents who had received treatment at Siloam Hospitals Lippo Village. The data in this study were analysed using Partial Least Square-Structural Equation Modeling (PLS-SEM) with the SmartPLS application. The results showed that perceived value positively affects trust and patient satisfaction. Trust has a positive effect on commitment and loyalty. Satisfaction has a positive effect on commitment, trust and loyalty. Commitment has a positive effect on loyalty. Perceived value has no positive effect on loyalty. These issues need to be addressed by the hospital management to increase patient loyalty and this study can contribute to education by adding literature related to patient perceived value, satisfaction, commitment, trust, and loyalty to hospital services.

Reference: 109 (1987 - 2022)

Keywords: commitment, loyalty, perceived value, satisfaction, trust