

ABSTRAK

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ANTESEDEN DARI *PATIENT EXPERIENCE* DAN DAMPAKNYA TERHADAP *CUSTOMER DELIGHT* SERTA *CUSTOMER INTENTION* YANG DIMODERASI OLEH *AGREEABLENESS* DAN *OPENNESS* (STUDI PADA PELAYANAN LABORATORIUM DIAGNOS™)

Tujuan penelitian ini untuk menguji dan menganalisis pengaruh anteseden *patient experience* yakni *staff appearance*, *laboratory staff attitude*, *information clarity*, *staff responsiveness*, *laboratory ambience*, *phlebotomy process*, *laboratory technology* dan *report results* terhadap *customer delight* dan dorongan untuk memunculkan niat *revisit intention* dan *willingness to share and post on social media* yang dimoderasi oleh *agreeableness* dan *openness*. Penelitian ini berfokus pada modifikasi penelitian terdahulu dengan data dari pelayanan Laboratorium Diagnos™. Metode dalam penelitian ini adalah kuantitatif dengan survei menggunakan pendekatan *cross sectional*. Data responden diambil secara *purposive sampling* dengan kuesioner dari pasien yang pernah menerima pelayanan Laboratorium Diagnos™, khususnya pernah mempunyai riwayat pengambilan darah vena (*phlebotomy*). Total didapatkan 186 sampel yang memenuhi syarat dan dianalisis dengan PLS-SEM. Hasil penelitian menunjukkan delapan anteseden dari *patient experience* terbukti mempunyai probabilitas tinggi untuk mempengaruhi *patient experience*, dengan *phlebotomy process* ditemukan sebagai anteseden utama diikuti oleh *laboratory staff attitude* dan persepsi pasien terhadap *laboratory technology*. Selanjutnya penelitian ini menemukan bukti kuat bahwa *patient experience* dapat mewujudkan *customer delight*, yang mendorong *revisit intention* dan *willingness to share and post on social media* pasien pengguna layanan. *Openness* juga ditemukan memperkuat proses tersebut. Hasil penelitian ini membuktikan bahwa semakin tinggi *patient experience*, semakin tinggi pula *customer delight* yang ada dalam setiap pelayanan yang diberikan di Laboratorium Diagnos™. Dengan demikian, temuan ini layak untuk dipertimbangkan oleh manajemen Laboratorium Diagnos™ agar bisa mengembangkan bisnis yang lebih efektif.

Kata kunci: Anteseden, *patient experience*, *customer delight*, *behavioural intention*, pelayanan laboratorium klinik.

ABSTRACT

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ANTECEDENT OF *PATIENT EXPERIENCE* AND THE IMPACT ON *CUSTOMER DELIGHT* AND CUSTOMER INTENTION MODERATED BY AGREEABLENESS AND OPENNESS (STUDY IN DIAGNOSTM LABORATORY)

The goal of this study was to analyse the influence of the antecedents of Patient Experience namely staff appearance, laboratory staff attitude, information clarity, staff responsiveness, laboratory ambience, Phlebotomy Process, laboratory technology and report results, which furtherly generate Customer delight and drive favourable intentions such as revisit intentions to the laboratory. and willingness to share and post on social media. The method in this research focused on extending earlier studies and using data from a leading private clinical laboratory service wherein this study suggests a new insight. A quantitative study with a survey is used with a cross-sectional data approach. The sample was taken purposively from customers who have had laboratory services at the laboratory, particularly from a customer who undergoes the Phlebotomy Process. The 186 samples that complied with the criteria were examined using the PLS-SEM method. The findings demonstrated that the eight antecedents show a high probability to influence the Patient Experience, with the Phlebotomy Process found as predominantly antecedent followed by laboratory staff attitude and patient-perceived of laboratory technology. Further, this study found strong evidence that Patient Experience could generate Customer delight, which drives the revisit intention and willingness to share and post positive things on social media. Openness is found to strengthen that process. The results of this study revealed that the higher the patient's experience through their journey, the higher the probability of delight could exist in the context of service provided in the private clinical laboratory. thus, worth considering by the clinic management to develop a more effective business.

Keywords: Antecedents; patient experience; customer delight; behavioural intention; laboratory clinic service.