

## **ABSTRAK**

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### **PENGARUH PROFESIONALISME DOKTER, FAKTOR LINGKUNGAN, SERTA CITRA RUMAH SAKIT DAN KLINIK TERHADAP KEPUASAN PASIEN DI KOTA MALANG**

(xiv + 64 halaman; 19 tabel; 8 gambar; 5 lampiran)

Pada masa pandemi COVID-19, indeks kepuasan pasien yang tidak memenuhi target ditemukan pada beberapa rumah sakit di Kota Malang. Menurut beberapa penelitian terdahulu, profesionalisme dokter, faktor lingkungan, serta citra rumah sakit dan klinik, berpengaruh terhadap kepuasan pasien. Penelitian ini bertujuan untuk mencari hubungan profesionalisme dokter, faktor lingkungan, serta citra rumah sakit dan klinik terhadap kepuasan pasien. Penelitian ini merupakan penelitian kuantitatif observasional, dengan desain potong lintang. Pengumpulan data melalui kuesioner daring sejak bulan Februari hingga Maret 2022, dan diisi oleh 100 orang responden yang berdomisili di Kota Malang, yang berusia 20-49 tahun, dan merupakan pasien atau pendamping pasien rawat jalan di klinik atau rumah sakit Kota Malang dalam 12 bulan terakhir. Analisis data menggunakan aplikasi SmartPLS. Hasil penelitian menunjukkan bahwa profesionalisme dokter berpengaruh positif terhadap kepuasan pasien secara signifikan. Sementara, faktor lingkungan dan citra tidak berpengaruh secara signifikan terhadap kepuasan pasien.

**Referensi** : 70 (2002-2022)

**Kata kunci** : Citra klinik, citra rumah sakit, dokter, faktor lingkungan, kepuasan pasien, profesionalisme

## **ABSTRACTS**

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***THE INFLUENCE OF PHYSICIANS PROFESSIONALISM,  
ENVIRONMENTAL FACTORS, AND THE IMAGE OF HOSPITALS AND  
CLINICS ON PATIENT SATISFACTION IN MALANG CITY***

*(xiv + 64 pages; 19 tables; 8 pictures; 5 appendices)*

*In the COVID-19 pandemic, patient satisfaction indices that were under the target, were found in several hospitals in Malang. According to previous studies, the professionalism of physicians, environmental factor, also hospital and clinic image, were related to patient satisfaction. This study aimed to find the relationship of professionalism of physicians, environmental factors, also hospital and clinic image, towards the patient satisfaction. This study was an observational quantitative study, with a cross-sectional design. The target population was the community in Malang City, East Java, who was 20-49 years old, and was a patient or a companion of outpatients in clinics or hospitals in Malang City in the last 12 months. From whom 100 respondents were selected and given online questionnaires from February to March 2022 to gain the relevant data. The data were then statistically analysed in SmartPLS application. The results of the study showed that the physician professionalism shared a significant positive relationship with patient satisfaction. Meanwhile, the environmental factor and image were insignificantly related to patient satisfaction.*

**References** : 70 (2002-2022)

**Keywords** : *Environmental factors, hospital image, patient satisfaction, physician, professionalism, the image of clinic*