

ABSTRAK

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PENGARUH PERCEIVED CROWDING, PERCEIVED HEALTH RISK, TRUST, REPUTATION, SELF-CONFIDENCE, DAN FAMILIARITY TERHADAP REVISIT INTENTION PADA GENERASI MILENIAL DAN GEN-Z DI PUSKESMAS XYZ

(xiii + 80 halaman; 7 gambar; 20 tabel; 3 lampiran)

Pandemik COVID-19 menyebabkan angka kunjungan ke Puskesmas menurun. Penelitian ini dilakukan untuk mengetahui faktor-faktor yang mempengaruhi *revisit intention* pada generasi milenial dan gen-z. Faktor-faktor yang diteliti adalah *perceived crowding*, *perceived health risk*, *trust*, *reputation*, *self-confidence*, dan *familiarity*. Penelitian ini melibatkan 193 pasien di Puskesmas XYZ, Jakarta Barat yang berkunjung pada bulan September dan Oktober 2022. Pengumpulan data dilakukan dengan menyebarkan kuesioner berisi 29 pertanyaan dan data dianalisa menggunakan PLS-SEM. Hasil penelitian ini menyatakan *reputation*, *self-confidence*, dan *familiarity* berpengaruh positif terhadap *revisit intention*. Sedangkan, *perceived crowding*, *perceived health risk*, dan *trust* tidak memiliki pengaruh yang signifikan terhadap *revisit intention*.

Referensi : 53 (2008 - 2022)

Kata Kunci : *Perceived Crowding, Perceived Health Risk, Trust, Reputation, Self-confidence, Familiarity, Revisit Intention, Milenial, Gen-z*

ABSTRAK

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THE INFLUENCE OF PERCEIVED CROWDING, PERCEIVED HEALTH RISK, TRUST, REPUTATION, SELF-CONFIDENCE, AND FAMILIARITY ON REVISIT INTENTION IN MILENIALS AND GEN-Z DI PUSKESMAS XYZ

(xiii + 80 pages; 7 images; 20 tables; 3 appendix)

The COVID-19 pandemic has caused a decrease in the number of visits to the Public Health Center (PHC). The purpose of this study is to evaluate the factors that influence the revisit intention in millennials and gen-Z. Factors that were studied including perceived crowding, perceived health risk, trust, reputation, self-confidence, and familiarity. This study involved 193 patients at the XYZ PHC in West Jakarta in the period of September and October 2022. The data was collected by distributing questionnaires which contained 29 questions and later analyzed by using PLS-SEM. In conclusion, the results of this study showed that reputation, self-confidence, and familiarity have a positive effect on revisit intention. On the other hand, perceived crowding, perceived health risk, and trust do not have a significant effect on the same subject.

References : 53 (2008 - 2022)

Key Words : *Perceived Crowding, Perceived Health Risk, Trust, Reputation, Self-confidence, Familiarity, Revisit Intention, Milenial, Gen-z*