

ABSTRAK

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Analisa Hubungan antara Kompetensi, Fasilitas dan Kenyamanan Pelayanan terhadap Kepuasan Pasien serta Hubungan antara Kepuasan Pasien, *Word of Mouth*, Kepercayaan dan Loyalitas Pasien di Klinik Kecantikan XYZ Karawang

(xiii + 105 halaman; 7 gambar; 17 tabel; 7 lampiran)

Penelitian ini dilakukan dengan tujuan untuk menganalisis pengaruh kompetensi, fasilitas dan kenyamanan pelayanan terhadap kepuasan pasien, pengaruh kepuasan pasien terhadap *word of mouth* dan kepercayaan dan pengaruh kepuasan pasien, *word of mouth* dan kepercayaan terhadap loyalitas pasien di Klinik Kecantikan XYZ di Kota Karawang. Penelitian ini dilakukan di Klinik XYZ, Karawang dengan jumlah sampel sebanyak 200 responden. Teknik pengambilan sampel yang digunakan pada penelitian ini menggunakan metode *purposive sampling*. Metode analisis data dengan pendekatan *Partial Least Square - Structural Equation Modelling* (PLS-SEM) menggunakan program SmartPLS 4.0. Hasil penelitian menunjukkan bahwa kompetensi, fasilitas dan kenyamanan pelayanan berpengaruh positif dan signifikan terhadap kepuasan pasien, kepuasan pasien berpengaruh positif dan signifikan terhadap loyalitas pasien, *word of mouth* dan kepercayaan, *word of mouth* berpengaruh positif dan signifikan terhadap loyalitas pasien dan kepercayaan tidak berpengaruh terhadap loyalitas pasien.

Referensi : 119 (1969 - 2022)

Kata kunci : kompetensi, fasilitas, kenyamanan pelayanan, kepuasan pasien, *word of mouth*, kepercayaan, loyalitas pasien.

ABSTRACT

Anatha Pindika Putra Teguh (01616200022)

Relationship between Competence, Facilities and Service Convenience on Patient Satisfaction and the Relationship between Patient Satisfaction, Word of Mouth, Patient Trust and Loyalty at the XYZ Karawang Beauty Clinic

(xiii + 105 halaman; 7 gambar; 17 tabel; 7 lampiran)

This research was conducted with the aim of analyzing the influence of competence, facilities and convenience of service on patient satisfaction, the effect of patient satisfaction on word of mouth and trust and the influence of patient satisfaction, word of mouth and trust on patient loyalty at the XYZ Beauty Clinic in Karawang City. This research was conducted at the XYZ Clinic, Karawang with a total sample of 200 respondents. The sampling technique used in this study used a purposive sampling method. The data analysis method uses the Partial Least Square - Structural Equation Modeling (PLS-SEM) approach using the SmartPLS 4.0 program. The results showed that competence, facilities and service convenience had a positive and significant effect on patient satisfaction, patient satisfaction had a positive and significant effect on patient loyalty, word of mouth and trust, word of mouth had a positive and significant effect on patient loyalty and trust had no effect on loyalty patient.

Reference : 119 (1969 – 2022)

Keyword : Competency, Facility, Service Convenience, Patient Satisfaction, Word of Mouth, Trust, Patient Loyalty.