

ABSTRAK

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ANTESEDEN DAN KONSEKUENSI DARI KEPUASAN PASIEN DI KLINIK GIGI KANIA DI TANGERANG

(xiv + 112 halaman; 10 gambar; 32 tabel; 9 lampiran)

Didirikan tahun 2020, Klinik Gigi Kania adalah penyedia praktik gigi swasta di Tangerang Selatan, Indonesia. Perkembangan sektor swasta pada layanan kesehatan di negara berkembang, terutama kota besar, berkembang dengan sangat pesat. Perkembangan dan perubahan di fasilitas kesehatan membuat fasilitas kesehatan swasta harus dapat bersaing dengan fasilitas kesehatan lainnya. Oleh karena itu, fasilitas kesehatan swasta harus meningkatkan daya saing untuk dapat menarik pasien ke fasilitas kesehatan mereka dan salah satu daya saing tersebut adalah dengan menentukan strategi yang baik. Penelitian ini bertujuan untuk mengetahui hubungan antara *service marketing mix*, kepuasan pasien dan *word of mouth* di klinik gigi Kania. Penelitian ini menggunakan penelitian kuantitatif dan pengumpulan data dilakukan dengan menggunakan kuesioner. Populasi sasaran penelitian ini pasien rawat jalan klinik gigi Kania yang pernah mengunjungi klinik gigi Kania satu sampai dua kali. Jumlah sampel ditentukan sebanyak 200 sampel. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. *Partial Least Square-Structural Equation Modelling* (SEM- PLS) diterapkan pada penelitian ini. Hasil penelitian menunjukkan bahwa ada 3 aspek dari *service marketing mix* yang berpengaruh positif terhadap kepuasan pasien yaitu, *service*, *process*, dan *people*. Serta kepuasan pasien berpengaruh positif terhadap *word of mouth*. Pada penelitian ini menunjukkan betapa pentingnya peran *service marketing mix* dalam meningkatkan kepuasan pasien dan *word of mouth*. Beberapa aspek *service marketing mix* yang berpengaruh signifikan terhadap kepuasan pasien adalah *service*, *process*, dan *people*. Dan penelitian ini juga membuktikan bahwa adanya pengaruh kepuasan pasien terhadap *word of mouth* yang positif.

Referensi : 58 (1981-2022)

Kata Kunci : *service marketing mix*, kepuasan pasien, *word of mouth*

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ANTECEDENTS AND CONSEQUENCES OF PATIENT SATISFACTION AT KANIA DENTAL CLINIC IN TANGERANG

(xiv + 112 pages; 16 figures; 35 tables; 9 attachments)

Founded in 2020, Kania Dental Clinic is a private dental practice provider based in South Tangerang, Indonesia. The development of the private sector in health services in developing countries, especially big cities, is growing very rapidly. Developments and changes in health facilities make private health facilities must be able to compete with other health facilities. Therefore, private health facilities must increase their competitiveness to be able to attract patients to their health facilities and one of these competitiveness is to determine a good strategy. This study aims to determine the relationship between service marketing mix, patient satisfaction and word of mouth at the Kania dental clinic. This study used quantitative research and data collection was carried out using a questionnaire. The target population of this study was Kania dental clinic outpatients who had visited the Kania dental clinic one to two times. The number of samples was determined as many as 200 samples. The sampling technique used was purposive sampling. Partial Least Square-Structural Equation Modeling (SEM-PLS) was applied in this study. The results showed that there were 3 aspects of the service marketing mix that had a positive effect on patient satisfaction, namely, service, process and people. And patient satisfaction has a positive effect on word of mouth. This study shows how important the role of service marketing mix is in increasing patient satisfaction and word of mouth. Several aspects of the service marketing mix that have a significant effect on patient satisfaction are service, process, and people. And this study also proves that there is a positive influence of patient satisfaction on word of mouth.

Reference : 58 (1981-2022)

Key Words : service marketing mix, kepuasan pasien, word of mouth