

ABSTRAK

ANALISIS PENGARUH *TECHNICAL QUALITY*, *PROCEDURAL QUALITY*, *INFRASTRUCTURAL QUALITY*, *INTERACTIONAL QUALITY*, *PERSONNEL QUALITY*, DAN *SOCIAL SUPPORT QUALITY* TERHADAP *OVERALL PERCEIVED SERVICE QUALITY*, *PATIENT SATISFACTION*, DAN *BEHAVIORAL INTENTION* PADA PASIEN BEAUDENT SURABAYA

(xix + 340 halaman: 16 gambar; 37 tabel; 11 lampiran)

Masyarakat Indonesia memiliki beberapa masalah kesehatan masyarakat, salah satunya penyakit gigi dan mulut yang prevalensinya terbilang masih sangat tinggi. Pemeliharaan gigi dan mulut merupakan salah satu upaya meningkatkan kesehatan masyarakat. Hal ini juga merupakan salah satu faktor banyaknya fasilitas kesehatan yang menyediakan perawatan gigi di Surabaya, dimana semua bersaing untuk memperebutkan pelanggan. Adanya permasalahan tersebut dan ditambah COVID-19, fasilitas penyedia layanan kesehatan gigi dan mulut dituntut mempertahankan standar perawatan yang tinggi dan memperhatikan kualitas pelayanan seperti *technical quality*, *procedural quality*, *infrastructural quality*, *interactional quality*, *personnel quality*, dan *social support quality* guna memenangkan persaingan bisnis yang makin berkembang pesat. Penelitian ini juga diharapkan dapat mampu memberi wawasan lebih kepada Beudent mengenai pengaruh *technical quality*, *procedural quality*, *infrastructural quality*, *interactional quality*, *personnel quality*, dan *social support quality* terhadap *overall perceived service quality*, *patient satisfaction*, dan *behavioral intention* dari pasien Beudent Surabaya, sehingga informasi pada penelitian ini dapat digunakan oleh Beudent untuk dapat menarik minat pasien untuk selalu mempercayakan perawatan kesehatan giginya di Beudent.

Penelitian ini termasuk penelitian kausal dengan memahami relasi antara dua variabel atau lebih. Penelitian ini dilakukan dengan metode penelitian kuantitatif, data dikumpulkan melalui kuesioner kepada 330 responden yang sesuai dengan karakteristik yang telah ditentukan sebelumnya yaitu pria wanita berusia 18-60 tahun yang berdomisili di Surabaya dan pernah berobat di Beudent Mayjend Surabaya. Penelitian ini menggunakan *non-probability sampling* dengan teknik *snowball sampling*. Data diolah menggunakan *software* AMOS. Dari hasil pengolahan data, didapatkan *Technical Quality*, *Procedural Quality*, *Infrastructural Quality*, *Interactional Quality*, *Personnel Quality* berpengaruh signifikan terhadap *Overall Perceived Service Quality*, sedangkan *Social Support Quality* tidak berpengaruh signifikan terhadap *Overall Perceived Service Quality*. *Overall Perceived Service Quality* berpengaruh signifikan terhadap *Patient Satisfaction*, dan *Patient Satisfaction* berpengaruh signifikan terhadap *Behavioral Intention*.

Referensi: 110 (1969-2021)

Kata Kunci: *Technical Quality*, *Procedural Quality*, *Infrastructural Quality*, *Interactional Quality*, *personnel Quality*, *Social Support Quality*, *Overall Perceived Service Quality*, *Patient Satisfaction*, *Behavioral Intention*.

ABSTRACT

ANALYSIS OF THE INFLUENCE OF TECHNICAL QUALITY, PROCEDURAL QUALITY, INFRASTRUCTURAL QUALITY, INTERACTIONAL QUALITY, PERSONNEL QUALITY, AND SOCIAL SUPPORT QUALITY ON OVERALL PERCEIVED SERVICE QUALITY, PATIENT SATISFACTION, AND BEHAVIORAL INTENTION IN BEAUDENT PATIENTS IN SURABAYA

(xix + 340 pages: 16 figures; 37 tables; 11 appendices)

Indonesian people have several public health problems, one of which is dental and oral disease whose prevalence is still very high. Dental and oral care is one of the efforts to improve public health. This is also a factor in the many health facilities providing dental care in Surabaya, where all compete for customers. With these problems and the addition of COVID-19, dental and oral health service providers are required to maintain high standards of care and pay attention to service quality such as technical quality, procedural quality, infrastructure quality, interactional quality, personnel quality, and social support quality in order to win business competition, which is growing rapidly. This research is also expected to be able to provide Beaudent with more insight regarding the effect of technical quality, procedural quality, infrastructure quality, interactional quality, personnel quality, and social support quality on overall perceived service quality, patient satisfaction, and behavioral intention of Beaudent Surabaya patients, so that The information in this study can be used by Beaudent to attract patients to always entrust their dental health care at Beaudent.

This research includes causal research by understanding the relationship between two or more variables. This research was conducted using quantitative research methods, data were collected through questionnaires to 330 respondents according to predetermined characteristics, namely men and women aged 18-60 years who live in Surabaya and have had treatment at Beaudent Mayjend Surabaya. This research uses non-probability sampling with snowball sampling technique. Data is processed using AMOS software. From the results of data processing, it was found that Technical Quality, Procedural Quality, Infrastructure Quality, Interactional Quality, Personnel Quality had a significant effect on Overall Perceived Service Quality, while Social Support Quality had no significant effect on Overall Perceived Service Quality. Overall Perceived Service Quality has a significant effect on Patient Satisfaction, and Patient Satisfaction has a significant effect on Behavioral Intention.

References: 110 (1969-2021)

Keywords: Technical Quality, Procedural Quality, Infrastructural Quality, Interactional Quality, personnel Quality, Social Support Quality, Overall Perceived Service Quality, Patient Satisfaction, Behavioral Intention.