

ABSTRACT

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ANALYSIS OF THE EFFECT OF CUSTOMER PERCEIVED VALUE, SERVICE QUALITY, PATIENT EXPERIENCE, AND PATIENT TRUST ON PATIENT SATISFACTION AS AN INTERVENING MEDIUM AND ITS IMPACT ON INPATIENT LOYALTY IN HOSPITALS IN DEPOK
(vi + 146 halaman; 8 gambar; 21 tabel; 12 lampiran)

This study aims to determine and analyze the effect of customer perceived value, service quality, patient experience, and patient trust on patient satisfaction and patient loyalty in public hospitals in Depok, Indonesia. This study is a quantitative study where data from 171 patients who have visited hospitals in Depok used an online questionnaire during the COVID-19 Pandemic with a Likert Scale of 1-5 based on the non-probability sampling method. The data was analyzed using the Structural Equation Modeling (SEM) method based on PLS. The results showed that the quality of service had a positive and significant effect on patient satisfaction. Patient trust has a significant effect on patient satisfaction. Patient trust has the highest influence on patient satisfaction compared to patient experience, quality of service, and perceived value. Finally, patient satisfaction was found to have a direct positive effect on patient loyalty. The implication of this study is that general hospital management needs to improve patient trust and service quality so that patient satisfaction can be improved which in turn can gain patient loyalty.

Key Words: customer perceived value, service quality, patient experience, patient Trust, patient satisfaction, patient loyalty.

ABSTRAK

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ANALISIS PENGARUH *CUSTOMER PERCEIVED VALUE*, *SERVICE QUALITY*, *PATIENT EXPERIENCE*, DAN *PATIENT TRUST* TERHADAP KEPUASAN PASIEN SEBAGAI MEDIA INTERVENING DAN DAMPAKNYA TERHADAP LOYALITAS PASIEN RAWAT INAP D RUMAH SAKIT DI DEPOK

(vi + 146 halaman; 8 gambar; 21 tabel; 12 lampiran)

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh nilai yang dirasakan pelanggan, kualitas layanan, pengalaman pasien, dan kepercayaan pasien terhadap kepuasan pasien dan loyalitas pasien di rumah sakit umum di Depok, Indonesia. Penelitian ini merupakan penelitian kuantitatif dimana data dari 171 pasien yang pernah berkunjung ke rumah sakit di Depok menggunakan kuesioner online selama Pandemi COVID-19 dengan Skala Likert 1-5 berdasarkan metode *non-probability sampling*. Data di analisis dengan metode *Structural Equation Modeling* (SEM) berdasarkan PLS. Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pasien. Kepercayaan pasien berpengaruh signifikan terhadap kepuasan pasien. Kepercayaan pasien memiliki pengaruh tertinggi terhadap kepuasan pasien dibandingkan dengan pengalaman pasien, kualitas pelayanan, dan *perceived value*. Kepuasan pasien berpengaruh signifikan terhadap loyalitas pasien. Implikasi dari penelitian ini adalah manajemen rumah sakit umum perlu meningkatkan kepercayaan pasien dan kualitas pelayanan agar kepuasan pasien dapat ditingkatkan yang pada akhirnya dapat memperoleh loyalitas pasien.

Kata Kunci: *Structural Equation Modeling*, *perceived value*, *non-probability sampling*.