

## ABSTRAK

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**PENGARUH SERVICE QUALITY TERHADAP PATIENT SATISFACTION, PATIENT TRUST DAN PERCEIVED VALUE SERTA DAMPAKNYA PADA PATIENT LOYALTY DAN RECOMMENDATION INTENTION (STUDI PADA PENGGUNA MOBILE TELEMEDICINE DI JABODETABEK)**

Selama pandemi COVID-19 terdapat peningkatan yang tinggi dalam jumlah pengguna *Mobile Telemedicine*, dari empat juta orang pengguna menjadi lebih dari 15 juta orang pengguna, namun jumlah ini masih sedikit bila dibandingkan dengan jumlah pengguna internet di Indonesia yang sebanyak 210 juta orang. Upaya peningkatan loyalitas dan intensi rekomendasi pasien dapat dilakukan untuk meningkatkan jumlah pengguna *Mobile Telemedicine*. Penelitian ini bertujuan untuk menganalisis pengaruh Kualitas Pelayanan terhadap Loyalitas Pasien dan Intensi Rekomendasi melalui Kepuasan Pasien, Kepercayaan Pasien dan Nilai yang dirasakan. Penelitian ini termasuk penelitian deskriptif kuantitatif yang menggunakan pendekatan *cross sectional*. Terdapat 285 sampel pengguna *Mobile Telemedicine* di kota JABODETABEK. yang sudah memenuhi syarat dan akan dianalisis menggunakan PLS-SEM. Penelitian ini menunjukkan hasil bahwa Kualitas Pelayanan memiliki pengaruh positif dan signifikan terhadap Loyalitas Pasien dan Intensi Rekomendasi melalui Kepuasan Pasien, Kepercayaan Pasien dan Nilai yang dirasakan.

**Kata kunci:** Kualitas pelayanan, kepuasan pasien, kepercayaan pasien, nilai persepsi, loyalitas pasien. Intensi rekomendasi, *mobile Telemedicine*, *telehealth*

## ***ABSTRACT***

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### **THE IMPACT OF SERVICE QUALITY ON PATIENT LOYALTY AND RECOMMENDATION INTENTION THROUGH PATIENT SATISFACTION, PATIENT TRUST AND PERCEIVED VALUE (A CASE STUDY ON MOBILE TELEMEDICINE USER IN JABODETABEK)**

During The COVID-19 there was a significant increase in The number of Mobile Telemedicine users, from four million users to more than 15 million users, but this number is still small if compared to The number of Internet users in indonesia, which are 210 million people. Increasing patient loyalty and recommendation intentions can be made to increase The Usage of Mobile Telemedicine. The aim of this study was to analyze The impact of service quality on patient loyalty and recommendation intention through patient satisfaction, patient trust and perceived value. This research using a cross sectional approach. The sample in this study are mobile telemedicine users in the city of JABODETABEK. This research using 285 samples that met the requirements and were analyzed by PLS-SEM. The results showed that service quality has a positive and significant effect on patient satisfaction, patient trust and perceived value. Patient satisfaction, patient trust and perceived value have a positive and significant effect on patient loyalty. Patient loyalty has a positive and significant influence on recommendation intention. The strongest influence is shown by service quality and followed by patient loyalty. From the findings of this study, managerial implications can be drawn for the development of services in mobile telemedicine to maintain patient loyalty.

**Keywords:** mobile telemedicine, telehealth, patient satisfaction