

ABSTRAK

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PENGARUH *PEOPLE*, *PHYSICAL EVIDENCE*, *PROCESS*, DAN *PRICE FAIRNESS* TERHADAP *PATIENT SATISFACTION* DAN *REVISIT INTENTION* DI POLIKLINIK RUMAH SAKIT STELLA MARIS, MAKASSAR

(xv + 106 halaman; 11 gambar; 26 tabel; 8 lampiran)

Tujuan diadakan penelitian ini adalah untuk mengetahui aspek-aspek yang mempengaruhi *patient satisfaction* serta dampaknya terhadap *revisit intention*. Adapun aspek-aspek tersebut adalah *people*, *physical evidence*, *process* dan *price fairness*. Pengambilan data dilakukan menggunakan kuesioner secara tertulis. Total responden pada penelitian ini yaitu sebanyak 277 orang menggunakan metode *convenience sampling*. Data penelitian dianalisis dengan metode PLS-SEM menggunakan perangkat lunak SmartPLS. Hasil penelitian yang diperoleh yaitu *people*, *physical evidence* dan *price fairness* berpengaruh positif terhadap *patient satisfaction*. *People* menjadi aspek paling berpengaruh terhadap *revisit intention*. Sedangkan, *process* ditemukan tidak berpengaruh positif terhadap *patient satisfaction*. *Patient satisfaction* ditemukan signifikan berpengaruh positif terhadap *revisit intention*.

Referensi : 99 (1977 – 2023)

Kata Kunci : *People, Physical Evidence, Process, Price Fairness, Patient Satisfaction, Revisit Intention*

ABSTRACT

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THE EFFECT OF PEOPLE, PHYSICAL EVIDENCE, PROCESS, AND PRICE FAIRNESS ON PATIENT SATISFACTION AND REVISIT INTENTION AT STELLA MARIS HOSPITAL POLYCLINIC, MAKASSAR

(xv + 106 pages; 11 images; 26 tables; 8 appendix)

The purpose of this research was to find out the aspects that affect patient satisfaction and their impact on revisit intention. The aspects are people, physical evidence, process and price fairness. Data collection was carried out using a written questionnaire. Total respondents in this study were 277 people using the convenience sampling method. The research data was analyzed using the PLS-SEM method using the SmartPLS software. The research results obtained are people, physical evidence and price fairness that have a positive effect on patient satisfaction. People become the most influential aspects on patient satisfaction. Meanwhile, process was found to have no significant positive effect on patient satisfaction. Patient satisfaction was found to have a significant positive effect on revisit intention.

References : 99 (1977 – 2023)

Keywords : *People, Physical Evidence, Process, Price Fairness, Patient Satisfaction, Revisit Intention*