ABSTRAK

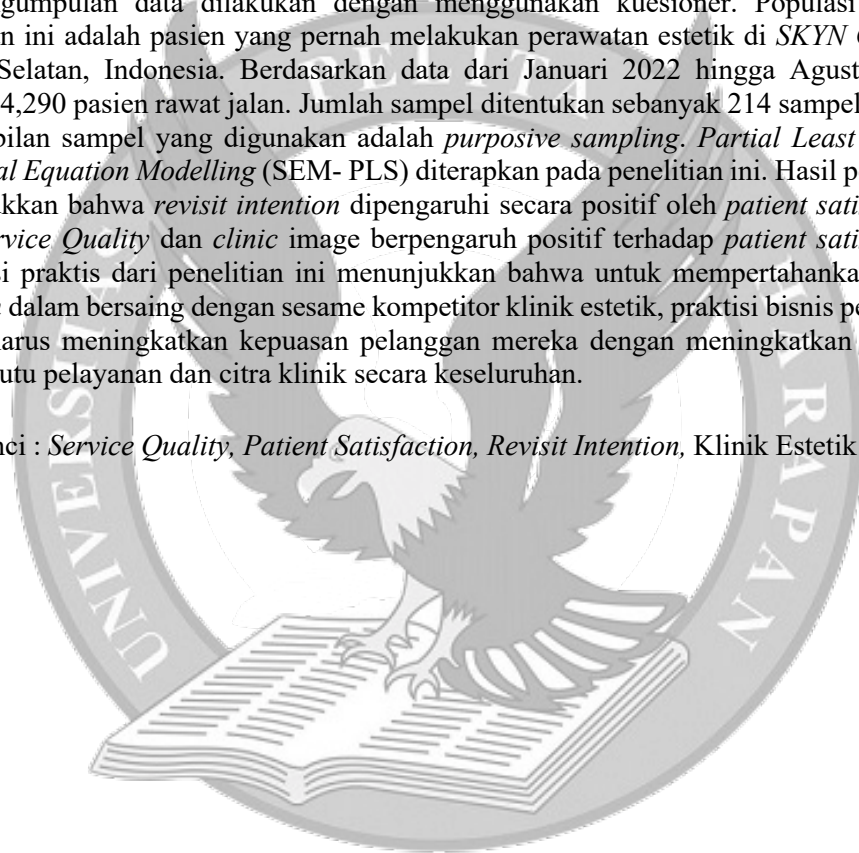**Andrew Lienata (01661210037)**

"ANTESEDEN DAN KONSEKUENSI KEPUASAN PASIEN PADA MILENIAL DI KLINIK ESTETIK "

Pertumbuhan dalam sektor estetik di layanan kesehatan meningkat secara signifikan baik kepada pria dan wanita di Indonesia bahkan dunia. Penelitian ini bertujuan untuk mengetahui pengaruh langsung *Service Quality* yang terdiri dari *tangible, reliability, responsiveness, assurance, dan empathy,* serta *clinic image* terhadap *patient satisfaction* dalam meningkatkan *revisit intention*. Penelitian ini menggunakan penelitian kuantitatif dan pengumpulan data dilakukan dengan menggunakan kuesioner. Populasi sasaran penelitian ini adalah pasien yang pernah melakukan perawatan estetik di *SKYN Clinic* di Jakarta Selatan, Indonesia. Berdasarkan data dari Januari 2022 hingga Agustus 2022 terdapat 4,290 pasien rawat jalan. Jumlah sampel ditentukan sebanyak 214 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 *revisit intention* dipengaruhi secara positif oleh *patient satisfaction*, serta *Service Quality* dan *clinic* image berpengaruh positif terhadap *patient satisfaction*. Implikasi praktis dari penelitian ini menunjukkan bahwa untuk mempertahankan *revisit intention* dalam bersaing dengan sesama kompetitor klinik estetik, praktisi bisnis pelayanan estetik harus meningkatkan kepuasan pelanggan mereka dengan meningkatkan faktor – faktor mutu pelayanan dan citra klinik secara keseluruhan.

Kata kunci : *Service Quality, Patient Satisfaction, Revisit Intention,* Klinik Estetik

ABSTRACT

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"THE ANTECENDENCE AND CONSEQUENCES OF PATIENT SATISAFACTION IN MILLENIAL AT AESTHETIC CLINIC"

The aesthetic sector of healthcare services has grown significantly for both men and women in Indonesia and even worldwide. This study aims to determine the direct effect of Service Quality which consists of tangibility, reliability, responsiveness, assurance, empathy, and clinic image, on patient satisfaction in increasing revisit intention. This study used quantitative research, and data collection was conducted using a questionnaire. The targeted population of this study were patients who had received aesthetic treatment at SKYN Clinic in South Jakarta, Indonesia. Based on data from January 2022 to August 2022, there were 4,290 outpatients. The number of samples was determined as many as 214 samples. The sampling technique used was purposive sampling. Partial Least Square-Structural Equation Modelling (SEM-PLS) was applied in this study. The results showed that revisit intention was positively affected by patient satisfaction, and Service Quality and clinic image positively affected patient satisfaction. The practical implications of this research showed that to increase revisit intention to compete with competitors who runs aesthetic clinic. Beauty clinic industry practitioners must increase customer satisfaction by improving healthcare Service Quality factors and overall clinic image.

Keywords: Service Quality, Patient Satisfaction, Revisit Intention, Aesthetic Clinic