

ABSTRAK

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PENGARUH DARI *OUT-PATIENT MEDICAL CONSULTATION EXPERIENCE* PADA *OVERALL SATISFACTION ON CONSULTATION* SERTA DAMPAKNYA PADA *INTENTION TO RECOMMEND* (STUDI KASUS KLINIK XYZ DI MANADO)

Tujuan penelitian ini adalah untuk menguji dan menganalisa anteseden dari *Overall Satisfaction on Medical Consultation* serta dampaknya pada *Intention to Recommend the Clinic*. Anteseden dikembangkan dari 5 domain pada instrumen kuesioner penelitian terdahulu. Instrumen tersebut dikhususkan untuk mengukur kepuasan pasien saat melakukan konsultasi medis dengan dokter di klinik. Sesuai dengan tujuan dan orientasi penelitian, metode yang digunakan pada penelitian ini adalah *cross sectional* dengan survei pada pasien rawat jalan di Klinik XYZ di Manado. Kuesioner disebarakan langsung pada calon responden di klinik setelah pasien menyelesaikan konsultasinya. Responden diperoleh dengan cara *judgement sampling* dan diperoleh 168 responden yang memenuhi syarat. Metode *Partial Least Square-Structural Equation Modelling* (PLS-SEM) digunakan untuk menganalisis data. Temuan penelitian menunjukkan bukti yang memadai untuk menyatakan semua anteseden yang terdiri dari *Communication Comfort*, *Rapport*, *Length of Consultation Time*, *Distress Relief* dan *Professional Care* mempunyai pengaruh yang signifikan dan positif pada *Overall Satisfaction on Medical Consultation* ($p\text{-value}<0,05$, CI 95%). Pengaruh paling besar ditemukan dari *Communication Comfort* ($\beta=0,275$). Selanjutnya ditemukan bahwa *Overall Satisfaction on Medical Consultation* mempunyai dampak positif pada *Intention to Recommend the Clinic* ($p\text{-value}<0,05$, CI 95%). Dari uji yang dilakukan, model penelitian ini diketahui telah mempunyai kemampuan prediksi yang adekuat. Hasil penelitian ini dapat memberikan masukan berupa saran bagi manajemen klinik untuk meningkatkan pelayanan kesehatan, khususnya dalam mengelola konsultasi medis

Kata kunci: Klinik, *Patient Experience*, *Satisfaction on Medical Consultation* dan *Intention to Recommend*.

ABSTRACT

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THE INFLUENCE OF OUT-PATIENT MEDICAL CONSULTATION EXPERIENCE ON OVERALL SATISFACTION ON MEDICAL CONSULTATION AND ITS IMPACT TOWARD ON INTENTION TO RECOMMEND THE CLINIC (CASE STUDY AT XYZ CLINIC IN MANADO)

The purpose of this study was to examine and analyze the antecedents of Overall Satisfaction on Medical Consultation and their impact on the Intention to Recommend the Clinic. The antecedents were developed from 5 domains in the previous research questionnaire instrument. The instrument is devoted to measuring patient satisfaction when conducting medical consultations with doctors at clinics. In accordance with the aims and orientation of the research, the method used in this study was a cross-sectional survey with outpatients at the XYZ Clinic in Manado. Questionnaires were distributed directly to prospective respondents at the clinic after the patient had finished his consultation. Respondents were obtained by means of judgment sampling and obtained 168 respondents met the requirements. The Partial Least Square-Structural Equation Modeling (PLS-SEM) method was deployed to analyze the data. The research findings show sufficient evidence to state that all antecedents consisting of Communication Comfort, Rapport, Length of Consultation Time, Distress Relief, and Professional Care have a significant and positive effect on Overall Satisfaction on Medical Consultation (p -value <0.05 , CI 95%). The predominant influence was found in Communication Comfort ($\beta=0.275$). Furthermore, it was found that Overall Satisfaction on Medical Consultation had a positive impact on Intention to Recommend the Clinic (p -value <0.05 , CI 95%). From the tests conducted, this research model is known to have adequate predictive ability. The results of this study can provide input in the form of suggestions for clinical management to improve health services, especially in managing medical consultations

Keywords: Clinic, Patient Experience, Satisfaction on Medical Consultation, and Intention to Recommend.