

## TABLE OF CONTENTS

TITLE.....	i
PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR.....	iii
PERSETUJUAN TIM PENGUJI TUGAS AKHIR.....	iv
ABSTRACT .....	vi
PREFACE .....	vii
TABLE OF CONTENTS .....	ix
LIST OF TABLE .....	xiii
LIST OF FIGURE.....	xiv
LIST OF APPENDICES .....	xv
CHAPTER I .....	1
INTRODUCTION .....	1
1.1. Introduction .....	1
Figure 1.1 Number of Hospitals in Indonesia .....	2
Figure 1.2 Number of Hospitals in West Java.....	2
Figure 1.3 Number of hospitals by ownership .....	3
Figure 1.4 Number of hospital chain in Indonesia .....	5
Figure 1.5 Number of bed at hospital chain in Indonesia .....	5
Figure 1.6 Revenue of Pertamedika IHC .....	8
Figure 1.7 Comparison between Projection and Realization IHC .....	9
1.2. Research Problem.....	11
1.3 Objective of the Study .....	12
1.4 Benefit from this Study .....	12
1.5 Structure Writing .....	13
CHAPTER II.....	14
LITERATURE REVIEW.....	14
2.1. Theoretical Background .....	14
2.1.1. Patient Loyalty .....	14
2.1.2. Patient Satisfaction .....	15
2.1.3. Perceived Value .....	19
2.1.4. Brand Image.....	23
2.1.5 Service Quality .....	24
2.2 Hypothesis Development .....	29

2.2.1 Influence of Patient Satisfaction towards Patient Loyalty .....	29
2.2.2 Influence of Patient Perceived Value against Patient Loyalty.....	30
2.2.3 Influence of Patient Perceived Value against Patient Satisfaction .....	31
2.2.4 Influence of Brand Image against Patient Satisfaction .....	32
2.2.5 Influence of Brand Image against Patient Perceived Value .....	33
2.2.6 Influence of Service Quality against Patient Satisfaction.....	33
2.2.7 Influence of Service Quality against Patient Perceived Value .....	34
2.2.8 Influence of Service Quality against Brand Image .....	35
Figure 2.1 Conceptual Framework .....	36
<b>CHAPTER III .....</b>	<b>37</b>
<b>METHODOLOGY.....</b>	<b>37</b>
3.1 Research Object.....	37
3.2 Units of Analysis .....	37
3.3 Research Type .....	37
3.4 Research Variable Measurement.....	38
3.4.1 Variable Measurement Scale .....	39
3.4.2 Conceptual Definition and Operationalization of Variables. ....	40
3.5. Population and Sample .....	43
3.5.1 Determination of the Number of Samples .....	44
3.5.2 Sampling Method.....	45
3.6. Collecting data method.....	46
3.6.1 Primary data.....	46
3.6.2 Secondary Data .....	46
3.7. Data analysis method.....	46
3.7.1 Model Analysis in PLS-SEM .....	47
<b>CHAPTER IV .....</b>	<b>50</b>
<b>RESULT &amp; DISCUSSION.....</b>	<b>50</b>
4.1. Demographic Profile of Respondents.....	50
Table 4.1 Respondent Profile .....	50
4.2 Respondent Descriptive Analysis.....	51
Table 4.2 Category Based on Average Score .....	52
4.2.1 Patient Loyalty Variable .....	52
Table 4.3 Patient Loyalty Variable Descriptive Analysis .....	52

4.2.2 Patient Satisfaction Variable.....	53
Table 4.4 Patient Satisfaction Variable Descriptive Analysis.....	53
4.2.3 Patient Perceived Value Variable .....	54
Table 4.5 Patient Perceived Value Variable Descriptive Analysis .....	54
4.2.4 Hospital Brand Image Variable .....	55
Table 4.6 Hospital Brand Image Variable Descriptive Analysis .....	56
4.2.5 Service Quality Variable.....	56
Table 4.7 Service Quality Variable Descriptive Analysis.....	57
4.3 Inferential Analysis .....	58
4.3.1 Measurement Model (Outer Model).....	58
Figure 4.1 Outer Model .....	59
Table 4.8 Outer Loading Value .....	60
Table 4.9 Construct Reliability .....	62
Table 4.10 Average Variance Extracted.....	63
Table 4.11 Discriminant Validity – Heterotrait-Monotrait (HTMT) .....	63
4.3.2 Structural Model (Inner Model).....	64
Figure 4.2 Inner Model.....	65
Table 4.12 Inner Variance Inflation Factor (VIF) .....	66
Table 4.13 R-Squared.....	67
Table 4.14 f-Squared .....	68
Table 4.15 Q-Squared.....	69
Table 4.16 Hypothesis Test Results .....	70
Table 4.17 Specific Indirect Effect.....	77
Table 4.18 IPMA construct Result .....	80
Table 4.19 Value of Importance and Performance Indicators.....	80
Figure 4.3 IPMA construct Result.....	81
Figure 4.4 IPMA Indicator Result .....	83
CHAPTER V.....	85
CONCLUSION & RECOMMENDATION .....	85
5.1 Conclusion.....	85
5.2 Theoretical Implications .....	86
5.3 Managerial Implications .....	86
5.4 Limitations and Suggestions for Future research .....	88
BIBLIOGRAPHY .....	89



## **LIST OF TABLE**

Table 4.1 Respondent Profile .....	50
Table 4.2 Category Based on Average Score.....	52
Table 4.3 Patient Loyalty Variable Descriptive Analysis .....	52
Table 4.4 Patient Satisfaction Variable Descriptive Analysis .....	53
Table 4.5 Patient Perceived Value Variable Descriptive Analysis .....	54
Table 4.6 Hospital Brand Image Variable Descriptive Analysis .....	56
Table 4.7 Service Quality Variable Descriptive Analysis .....	57
Table 4.8 Outer Loading Value.....	60
Table 4.9 Construct Reliability .....	62
Table 4.10 Average Variance Extracted .....	63
Table 4.11 Discriminant Validity – Heterotrait-Monotrait (HTMT) .....	63
Table 4.12 Inner Variance Inflation Factor (VIF).....	66
Table 4.13 R-Squared.....	67
Table 4.14 f-Squared.....	68
Table 4.15 Q-Squared .....	69
Table 4.16 Hypothesis Test Results .....	70
Table 4.17 Specific Indirect Effect .....	77
Table 4.18 IPMA construct Result.....	80
Table 4.19 Value of Importance and Performance Indicators .....	80

## **LIST OF FIGURE**

Figure 1.1 Number of Hospitals in Indonesia .....	2
Figure 1.2 Number of Hospitals in West Java .....	2
Figure 1.3 Number of hospitals by ownership .....	3
Figure 1.4 Number of hospital chain in Indonesia.....	5
Figure 1.5 Number of bed at hospital chain in Indonesia .....	5
Figure 1.6 Revenue of Pertamedika IHC .....	8
Figure 1.7 Comparison between Projection and Realization IHC .....	9
Figure 2.1 Conceptual Framework.....	36
Figure 3.1 G-power Analysis .....	45
Figure 4.1 Outer Model.....	59
Figure 4.2 Inner Model .....	65
Figure 4.3 IPMA construct Result .....	81
Figure 4.4 IPMA Indicator Result.....	83



## **LIST OF APPENDICES**

APPENDIX 1 RESEARCH QUESTIONNAIRE .....	98
APPENDIX 2 PLS ALGORITHM SETING .....	106
APPENDIX 3 PLS ALGORITHM SETTING BOOTSTRAPPING .....	107
APPENDIX 4 TURNITIN RESULT .....	108

