

DAFTAR ISI

| | halaman |
|---|---------|
| HALAMAN JUDUL..... | i |
| PERNYATAAN KEASLIAN KARYA TUGAS AKHIR..... | ii |
| PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR..... | iii |
| PERSETUJUAN TIM PENGUJI TUGAS AKHIR..... | iv |
| PERSETUJUAN PUBLIKASI TUGAS AKHIR..... | v |
| ABSTRAK..... | ii |
| ABSTRACT..... | iii |
| KATA PENGANTAR..... | viii |
| DAFTAR ISI..... | x |
| DAFTAR GAMBAR..... | xiii |
| DAFTAR TABEL..... | xiv |
| DAFTAR LAMPIRAN..... | xv |
| BAB I PENDAHULUAN..... | 1 |
| 1.1 Latar Belakang..... | 1 |
| 1.2 Pertanyaan Penelitian..... | 8 |
| 1.3 Tujuan Penelitian..... | 9 |
| 1.4 Manfaat Penelitian..... | 10 |
| 1.5 Sistematika Penulisan..... | 11 |
| BAB II TINJAUAN PUSTAKA..... | 13 |
| 2.1 Dasar Teori..... | 13 |
| 2.1.1 Variabel <i>Professional Knowledge</i> | 16 |
| 2.1.2 Variabel <i>Physician Rank</i> | 17 |
| 2.1.3 Variabel <i>Physician Image</i> | 18 |
| 2.1.4 Variabel <i>Response Speed</i> | 19 |
| 2.1.5 Variabel <i>Service Commitment</i> | 20 |
| 2.1.6 Variabel <i>Service Attitude</i> | 20 |
| 2.1.7 Variabel <i>Communication Efforts</i> | 21 |
| 2.1.8 Variabel <i>Online Patient Experience</i> | 22 |
| 2.1.9 Variabel <i>Continue Usage Intention</i> | 24 |

| | | |
|------------------------------------|--|----|
| 2.1.10 | Variabel <i>Intention to Recommend</i> | 24 |
| 2.2 | Pengembangan Hipotesis..... | 25 |
| 2.2.1 | Kaitan antara <i>Professional Knowledge</i> dengan <i>Online patient Experience</i> | 25 |
| 2.2.2 | Kaitan antara <i>Physician Rank</i> dengan <i>Online patient Experience</i> | 26 |
| 2.2.3 | Kaitan antara <i>Physician Image</i> dengan <i>Online patient Experience</i> | 27 |
| 2.2.4 | Kaitan antara <i>Response Speed</i> dengan <i>Online patient Experience</i> | 28 |
| 2.2.5 | Kaitan antara <i>Service Commitment</i> dengan <i>Online patient Experience</i> | 28 |
| 2.2.6 | Kaitan antara <i>Service Attitude</i> dengan <i>Online patient Experience</i> | 29 |
| 2.2.7 | Kaitan antara <i>Communication Efforts</i> dengan <i>Online patient Experience</i> | 30 |
| 2.2.8 | Kaitan antara <i>Online Patient Experience</i> dengan <i>Continue Usage Intention</i> | 31 |
| 2.2.9 | Kaitan antara <i>Online Patient Experience</i> dengan <i>Continue Usage Intention to Recommend</i> | 32 |
| BAB III METODOLOGI PENELITIAN..... | | 35 |
| 3.1 | Objek Penelitian..... | 35 |
| 3.2 | Unit Analisis..... | 35 |
| 3.3 | Tipe Penelitian..... | 36 |
| 3.4 | Pengukuran Variabel Penelitian..... | 37 |
| 3.4.1 | Skala Pengukuran Variabel..... | 37 |
| 3.4.2 | Definisi Konseptual dan Operasionalisasi Variabel..... | 38 |
| 3.5 | Populasi dan Sampel..... | 42 |
| 3.5.1 | Besar Sampel..... | 42 |
| 3.5.2 | Metode Pengumpulan Sampel..... | 43 |
| 3.6 | Metode Pengumpulan Data..... | 44 |
| 3.6.1 | Data Primer..... | 44 |
| 3.6.2 | Data Sekunder..... | 45 |
| 3.7 | Metode Analisis Data..... | 45 |
| 3.7.1 | Analisis Model pada PLS-SEM..... | 47 |
| BAB IV HASIL DAN PEMBAHASAN..... | | 53 |

| | | |
|---------------------------------|---|-----|
| 4.1 | Profil Demografi Responden..... | 53 |
| 4.2 | Analisis Deskriptif Variabel..... | 56 |
| 4.2.1 | Analisis Deskriptif Variabel Independen..... | 58 |
| 4.2.2 | Analisis Deskriptif Variabel <i>Online Patient Experience</i> | 61 |
| 4.2.3 | Analisis Deskriptif Variabel <i>Continue Usage Intention</i> dan <i>Intention to Recommend</i> | 62 |
| 4.3 | Analisis Inferensial..... | 64 |
| 4.3.1 | Model Pengukuran (<i>Outer Model</i>)..... | 65 |
| 4.3.2 | Hasil <i>Inner Model</i> (Model Struktural)..... | 73 |
| 4.5 | Diskusi..... | 124 |
| BAB V KESIMPULAN DAN SARAN..... | | 130 |
| 5.1 | Kesimpulan..... | 130 |
| 5.2 | Implikasi Manajerial..... | 135 |
| 5.3 | Keterbatasan dan Saran bagi Penelitian Selanjutnya..... | 137 |
| DAFTAR PUSTAKA..... | | 138 |
| LAMPIRAN..... | | 148 |

DAFTAR GAMBAR

| | halaman |
|---|---------|
| Gambar 1.1 Kinerja Instagram - <i>Engagement Rate</i> aplikasi..... | 3 |
| Gambar 1.2 <i>Overview Rank</i> aplikasi..... | 4 |
| Gambar 1.3 Kinerja Instagram Tren <i>Follower</i> aplikasi..... | 5 |
| Gambar 2.1 Kerangka Konseptual Penelitian..... | 33 |
| Gambar 3.1 Hasil Perhitungan Jumlah Sampel dengan <i>Power Analysis</i> | 43 |
| Gambar 4.1 Hasil <i>Outer Model</i> | 66 |
| Gambar 4.2 Hasil <i>Inner Model</i> | 74 |
| Gambar 4.3 Gambar IPMA Konstruk..... | 119 |
| Gambar 4.4 Gambar IPMA Indikator..... | 122 |
| Gambar 4.5 Segment 1 FIMIX (n=103)..... | 123 |
| Gambar 4.6 Segment 2 FIMIX (n=35)..... | 124 |
| Gambar 4.7 Model Hasil..... | 125 |

DAFTAR TABEL

| | halaman |
|---|---------|
| Tabel 3.1 Definisi Konseptual dan Operasionalisasi Penelitian..... | 39 |
| Tabel 4.1 Profil Demografi Responden..... | 53 |
| Tabel 4.2 Kategori Jawaban Responden..... | 57 |
| Tabel 4.3 Deskripsi Variabel Independen..... | 58 |
| Tabel 4.4 Deskripsi <i>Online Patient Experience</i> | 62 |
| Tabel 4.5 Deskripsi <i>Continue Usage Intention</i> dan <i>Intention to Recommend</i> | 63 |
| Tabel 4.6 Nilai <i>Outer Loading</i> | 67 |
| Tabel 4.7 Nilai <i>Construct Reliability</i> | 69 |
| Tabel 4.8 Nilai <i>Construct Validity</i> | 70 |
| Tabel 4.9 Nilai <i>Discriminant Validity</i> | 71 |
| Tabel 4.10 Nilai <i>Inner Variance Inflation Factor (VIF)</i> | 75 |
| Tabel 4.11 Nilai <i>R-Squared (R²)</i> | 77 |
| Tabel 4.12 Nilai <i>f-squared (f²)</i> | 79 |
| Tabel 4.13 Nilai <i>Q² Predict</i> Konstruk..... | 82 |
| Tabel 4.14 <i>Cross-validated predictive ability test result (CVPAT)</i> | 83 |
| Tabel 4.15 Hasil Uji Hipotesis..... | 86 |
| Tabel 4.16 Analisis Mediasi..... | 115 |
| Tabel 4.17 Nilai IPMA Konstruk..... | 118 |
| Tabel 4.18 Nilai IPMA Indikator..... | 120 |

LAMPIRAN

| | halaman |
|--|---------|
| LAMPIRAN 1 - Kuesioner..... | 148 |
| LAMPIRAN 2- <i>Outer Model</i> | 156 |
| LAMPIRAN 3- <i>Inner Model</i> | 156 |
| LAMPIRAN 4- <i>PLS Algorithm setting</i> | 157 |
| LAMPIRAN 5- <i>Bootstrapping setting</i> | 158 |
| LAMPIRAN 6-Hasil cek Turnitin..... | 159 |

