

DAFTAR ISI

Halaman

HALAMAN JUDUL	
PERNYATAAN KEASLIAN KARYA TUGAS AKHIR	ii
PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR	iii
PERSETUJUAN TIM PENGUJI TUGAS AKHIR.....	iv
PERSETUJUAN UNGGAH TUGAS AKHIR	v
ABSTRAK	vi
KATA PENGANTAR.....	viii
DAFTAR ISI.....	x
DAFTAR GAMBAR.....	xiv
DAFTAR TABEL.....	xv
DAFTAR LAMPIRAN	xvii
BAB I. PENDAHULUAN	1
1.1 Latar Belakang	1
1.2 Pertanyaan Penelitian	12
1.3 Tujuan Penelitian	13
1.4 Manfaat Penelitian	14
1.4.1 Manfaat teori dan akademis.....	14
1.4.2 Manfaat praktis atau pragmatis.....	15
1.5 Sistematika penelitian	15
BAB II. TINJAUAN PUSTAKA.....	17
2.1 Patient loyalty.....	17
2.2 Patient trust.....	20
2.3 Doctor empathy	22
2.4 Effective physician patient communication	24
2.5 Patient satisfaction	28
2.6 Penelitian terdahulu.....	30
2.7 Hubungan antar variabel	35

2.7.1 Hubungan patient trust dengan patient satisfaction.....	35
2.7.2 Hubungan doctor empathy dengan patient satisfaction.....	35
2.7.3 Hubungan effective physician patient communication dengan patient satisfaction	36
2.7.4 Hubungan patient satisfaction dengan patient loyalty.....	36
2.7.5 Hubungan patient trust dengan patient loyalty	37
2.7.6 Hubungan effective physician patient communication dengan patient loyalty	38
2.7.7 Hubungan patient trust terhadap patient loyalty dimediasi patient satisfaction	38
2.7.8 Hubungan doctor empathy terhadap patient loyalty dimediasi patient satisfaction	39
2.7.9 Hubungan effective physician patient communication terhadap patient loyalty dimediasi patient satisfaction	39
2.8 Model penelitian terdahulu.....	40
2.9 Model penelitian sekarang.....	42
BAB III. METODE PENELITIAN	43
3.1 Objek penelitian.....	43
3.2 Unit Analisis	43
3.3 Tipe Penelitian	44
3.4 Pengukuran variabel	45
3.4.1 Skala pengukuran variabel.....	46
3.4.2 Definisi konseptual dan operasional variabel	47
3.5 Populasi dan sampel	51
3.5.1 Penentuan jumlah sampel	52
3.5.2 Metode pengambilan sampel	53
3.6 Metode pengumpulan data.....	54
3.6.1 Data primer	54
3.6.2 Data sekunder	55
3.7 Metode analisis data	55
3.7.1 Model dalam PLS-SEM.....	56

3.7.1.1 Uji measurement model (outer model)	56
3.7.1.2 Uji structural model (inner model)	56
3.8 Pengujian instrumen penelitian	60
3.8.1 Uji validitas.....	60
3.8.2 Uji reliabilitas	62
3.9 Uji Pretest	64
3.9.1 Indicator Reliability.....	65
3.9.2 Construct reliability	67
3.9.3 Construct validity	67
3.9.4 Discriminant validity	68

BAB IV. HASIL PENELITIAN DAN PEMBAHASAN..... 69

4.1 Profil responden.....	69
4.2 Uji Data Keseluruhan	74
4.2.1 Analisis deskriptif responden	74
4.2.1.1 Variabel patient trust.....	76
4.2.1.2 Variabel doctor empathy.....	77
4.2.1.3 Variabel effective physician patient communication.....	78
4.2.1.4 Variabel patient satisfaction	79
4.2.1.5 Variabel patient loyalty.....	80
4.2.2 Analisis inferensial	81
4.2.2.1 Outer model (measurement model)	82
4.2.2.1.1 Indicator Reliability.....	83
4.2.2.1.2 Construct Reliability.....	87
4.2.2.1.3 Construct Validity.....	88
4.2.2.1.4 Discriminant Validity	88
4.2.2.2 Inner Model (structural model).....	88
4.2.2.2.1 Multikolinieritas Variance Inflation Factor (VIF)	90
4.2.2.2.2 Koefisien determinasi R-square.....	91
4.2.2.2.3 Nilai Effect size f- square	92
4.2.2.2.4 Q ² predictive	93
4.2.2.2.5 Cross-validated Ability test result (CVPAT).....	93

4.2.2.2.6 Uji hipotesis.....	94
4.2.2.2.6.1 H1 Pengaruh patient trust terhadap patient satisfaction	97
4.2.2.2.6.2 H2 Pengaruh doctor empathy terhadap patient satisfaction	97
4.2.2.2.6.3 H3 Pengaruh effective physician patient communication terhadap patient satisfaction	98
4.2.2.2.6.4 H4 Pengaruh patient satisfaction terhadap patient loyalty ..	98
4.2.2.2.6.5 H5 Pengaruh patient trust terhadap patient loyalty	99
4.2.2.2.6.6 H6 Pengaruh effective physician patient communication terhadap patient loyalty.....	99
4.2.2.2.6.7 H7 Pengaruh patient trust terhadap patient loyalty dimediasi patient satisfaction	99
4.2.2.2.6.8 H8 Pengaruh doctor empathy terhadap patient loyalty dimediasi patient satisfaction	100
4.2.2.2.6.9 H9 Pengaruh effective physician patient communication terhadap patient loyalty dimediasi patient satisfaction	100
4.2.2.2.7 Analisis Mediasi	101
4.2.2.2.8 Importance Performance Mapping Analysis (IPMA).....	102
4.3 Diskusi	106
BAB V. KESIMPULAN.....	112
5.1 Kesimpulan.....	112
5.2 Implikasi Manajerial.....	113
5.3 Keterbatasan Penelitian dan Saran.....	115
DAFTAR PUSTAKA	117
LAMPIRAN	

DAFTAR GAMBAR

	Halaman
Gambar 2.1 Model Penelitian Lei dan Jolibert	40
Gambar 2.2 Model Penelitian Platonova, Kennedy dan Shewchuck.....	40
Gambar 2.3 Model Penelitian Mehra dan Mishra	41
Gambar 2.4 Model Penelitian Kim, Kaplowitz, dan Johnston.....	41
Gambar 2.5 Model Penelitian yang Dimodifikasi dari Penelitian Sebelumnya	42
Gambar 3.1 Perhitungan Jumlah Sampel dengan G*Power	53
Gambar 3.2 Kuadran IPMA	59
Gambar 4.1 Jenis Kelamin	69
Gambar 4.2 Usia.....	70
Gambar 4.3 Pendidikan.....	71
Gambar 4.4 Pekerjaan	72
Gambar 4.5 Penghasilan.....	73
Gambar 4.6 Jumlah Berobat Dalam Setahun	74
Gambar 4.7 Model Pengukuran (Outer Model)	82
Gambar 4.8 Model Pengukuran (Inner Model).....	89
Gambar 4.9 Hasil IPMA Variabel.....	104
Gambar 4.10 Hasil IPMA Indikator.....	105
Gambar 4.11 Model Hasil	106

DAFTAR TABEL

	Halaman
Tabel 1.1 Jumlah Klinik Pratama.....	2
Tabel 1.2 Jumlah Pasien Berobat dan Kapitasi Klinik Pratama Kota Tua Padang	3
Tabel 1.3 Hasil Pretest Loyalitas Pasien	4
Tabel 1.4 Hasil Pretest Kepuasan Pasien	5
Tabel 1.5 Hasil Pretest Kepercayaan Pasien	6
Tabel 1.6 Hasil Pretest Empati Dokter.....	7
Tabel 1.7 Hasil Pretest Komunikasi Efektif Dokter Pasien	7
Tabel 1.8 Data Pengaduan Layanan Tahun 2023	8
Tabel 1.9 Data Pengaduan Fasilitas Tahun 2023	9
Tabel 2.1 Penelitian Terdahulu	30
Tabel 3.1 Definisi Konseptual dan Operasional	48
Tabel 3.2 Pretest Indicator Reliability	65
Tabel 3.3 Indikator Akhir Pretest.....	66
Tabel 3.4 Pretest Cronbach's Alpha dan Composite Reliability.....	67
Tabel 3.5 Pretest Average Variance Extract (AVE)	67
Tabel 3.6 Pretest Discriminant Validity dengan HTMT.....	68
Tabel 4.1 Kategori Jawaban Responden	75
Tabel 4.2 Analisis Deskriptif Patient Trust.....	76
Tabel 4.3 Analisis Deskriptif Doctor Empathy.....	77
Tabel 4.4 Analisis Deskriptif Effective Physician Patient Communication .	78
Tabel 4.5 Analisis Deskriptif Patient Satisfaction	79
Tabel 4.6 Analisis Deskriptif Patient Loyalty.....	80
Tabel 4.7 Hasil Uji Outer Loading 1.....	83
Tabel 4.8 Hasil Uji Outer Loading 2.....	85
Tabel 4.9 Hasil Uji Construct Reliability.....	87
Tabel 4.10 Hasil Uji Average Variance Extracted (AVE).....	88
Tabel 4.11 Hasil Uji Discriminant Validity Heterotrait-monotrait ratio (HTMT).....	89
Tabel 4.12 Hasil Inner VIF Value.....	90
Tabel 4.13 Hasil R-Squared.....	91

Tabel 4.14 Hasil f-square	92
Tabel 4.15 Hasil Q ² predictive	93
Tabel 4.16 Hasil Uji <i>CVPAT</i>	94
Tabel 4.17 Hasil Uji Hipotesis	95
Tabel 4.18 Hasil Uji Mediasi	101
Tabel 4.19 Hasil Uji Importance-Performance Mapping Analysis (IPMA) .	102



DAFTAR LAMPIRAN

	Halaman
Lampiran A. Kuesioner.....	A-1
Lampiran B. Data Setting PLS-SEM	B-1
Lampiran C. Gambar Model PLS-SEM.....	C-1
Lampiran D. Hasil Uji PLS-SEM	D-1
Lampiran E. Hasil Uji Bootstrapping Model	E-1
Lampiran F. Hasil Uji PLS-Predict CVPAT.....	F-1
Lampiran G. Hasil Uji IPMA.....	J-1
Lampiran H. Hasil Uji Turnitin.....	H-1
Lampiran I. Curriculum Vitae.....	I-1

