

ABSTRAK

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Anteseden *Perceived Value*, *Clinical Trust*, dan *Internal Service Quality* terhadap *Revisit Intention* yang Dimediasi oleh *Clinical Image* pada Klinik Gigi XYZ Kota Pangkalpinang

(xviii + 167 halaman; 13 gambar; 44 tabel; 10 lampiran)

Perkembangan sektor swasta di bidang pelayanan kesehatan, khususnya bidang kedokteran gigi, berkembang sangat pesat. Untuk mempertahankan pangsa pasar, klinik dituntut untuk memperhatikan nilai yang dirasakan pelanggan, kepercayaan pelanggan, dan pemeliharaan loyalitas pelanggan. Penelitian ini dilakukan untuk menguji pengaruh *perceived value*, *clinical trust* dan *internal service quality* terhadap *revisit intention* yang dimediasi oleh *clinical image* di klinik gigi xyz. Metode *cross sectional* digunakan untuk mendapatkan data kuantitatif dari kuesioner yang dimodifikasi berdasarkan pertanyaan-pertanyaan yang sudah ada dalam literatur sebelumnya. Data dikumpulkan menggunakan teknik sampling *non-probability* yang terdiri dari 160 pasien yang memiliki kriteria usia minimal 19 tahun ke atas, bersedia menjadi responden penelitian ini, dan telah menggunakan layanan rawat jalan di klinik gigi xyz minimal dua kali. Data yang terkumpul dianalisis menggunakan PLS-SEM untuk mengevaluasi korelasi antar faktor yang diamati. Hasil penelitian menunjukkan bahwa *perceived value*, *clinical trust* dan *internal service quality* memengaruhi *revisit intention*. Sebagai variabel mediasi, *clinical image* memediasi hubungan antara *perceived value* dan *internal service quality* terhadap *revisit intention*. Studi ini memberikan panduan bagi klinik gigi xyz agar dapat meningkatkan *revisit intention* pada pasien di klinik gigi xyz

Referensi : 92 (1998 – 2023)

Kata Kunci : *Clinic Image, Perceived Value, Clinical Trust, Internal Service Quality, Revisit Intention*

ABSTRACT

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The Antecedents of Perceived Value, Clinical Trust and Internal Service Quality towards Patient's Revisit Intention Mediated by Clinical Image in Dental Clinic XYZ Pangkalpinang

(xviii + 167 pages; 13 figures; 44 tables; 10 appendices)

The development of the private sector in health services, especially dental sector, is growing very rapidly. In order to maintain market share, clinics are required to pay attention to customer perceived value, customer trust and customer loyalty maintenance. This study used cross sectional method to obtain quantitative data from a modified questionnaire based on existing questions in previous literature. The number of samples was determined with non-probability technique as many as 160 patients an age at least 19 or above, who are willing to be respondents of this study, and have used outpatient services at dental clinic xyz at least two times. Data collected will be analysed using PLS-SEM to evaluate correlation between factors observed. The result showed that perceived value, clinical trust and internal service quality affects revisit intention. As a mediating variable, clinical image mediates the relationship between perceived value and internal service quality. This study provides guidance for dental clinic xyz in order to increase revisit intention in patient at dental clinic xyz.

Reference : 92 (1998 – 2023)

Key Words : Clinic Image, Perceived Value, Clinical Trust, Internal Service Quality, Revisit Intention