

ABSTRAK

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ANTESEDEN DARI *CANCER PATIENT EXPERIENTIAL SATISFACTION* DI RUMAH SAKIT KHUSUS KANKER SILOAM SEMANGGI SERTA DAMPAKNYA TERHADAP *INTENTION TO RECOMMEND THE HOSPITAL*

Tujuan penelitian ini untuk menguji dan menganalisis pengaruh dari *Instrument CPEQ (The Cancer Patient Experience Questionnaire)* yang terdiri dari *Service by Nurse Ward's, Service by Specialist doctor, Service by Ward Doctor's, Information, Hospital Staff Coordination, dan Hospital Standard* pada *cancer patient experiential satisfaction* serta dampaknya terhadap *intention to recommend the hospital*. Metode dalam penelitian ini kuantitatif dengan survei dan dilakukan dengan pendekatan *cross sectional*. Data responden diambil secara *purposive sampling* dengan kuesioner dari pasien kanker yang pernah dirawat di Rumah Sakit Khusus Kanker. Terdapat 192 sampel yang memenuhi syarat dan dianalisis menggunakan PLS-SEM. Hasil penelitian menunjukkan keenam anteseden dari *cancer patient experiential satisfaction* terbukti mempunyai pengaruh yang signifikan dan positif. Pengaruh paling kuat di tunjukkan oleh *service by spesialis doctor* dan diikuti oleh *hospital standard, service by nurse ward's* dan *information*. Temuan pada penelitian ini membuktikan dampak positif *cancer experiential satisfaction* terhadap *intention to recommend the hospital*.

Kata kunci: pengalaman kepuasan pasien kanker; Niat untuk merekomendasikan rumah sakit, rumah sakit khusus kanker; CPEQ

ABSTRACT

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ANTESEDEN OF CANCER PATIENT EXPERIENTIAL SATISFACTION AT THE SILOAM SEMANGGI CANCER SPECIAL HOSPITAL AND ITS IMPACT ON INTENTION TO RECOMMEND THE HOSPITAL

The aim of this research is to test and analyze the influence of the CPEQ (The Cancer Patient Experience Questionnaire) instrument which consists of Service by Nurse Ward's, Service by Specialist doctor, Service by Ward Doctor's, Information, Hospital Staff Coordination, and Hospital Standard on cancer patient experiential satisfaction and its impact on intention to recommend the hospital. The method in this research is quantitative with a survey and carried out using a cross sectional approach. Respondent data was taken by purposive sampling with a questionnaire from cancer patients who had been treated at a special cancer hospital. There were 192 samples that met the requirements and were analyzed using PLS-SEM. The results showed that the six antecedents of cancer patient experiential satisfaction were proven to have a significant and positive influence. The strongest influence was shown by service by specialist doctor and followed by hospital standard, service by nurse ward's and information. The findings in this study prove the positive impact of cancer experiential satisfaction on intention to recommend the hospital.

Key words: cancer patient satisfaction experience; Intention to recommend the hospital, a specialized cancer hospital; CPEQ.