

ABSTRAK

Jenifer Kurniawan (NPM: 01615210031)

PENGARUH DIMENSI *OVERALL PERCEIVED SERVICE QUALITY* TERHADAP *PATIENT SATISFACTION* SERTA DAMPAKNYA PADA *BEHAVIORAL INTENTION* DENGAN MODERATOR *CULTURAL VALUE* (STUDI PADA KLINIK *TRADITIONAL CHINESE MEDICINE XYZ*)

Tujuan penelitian ini untuk menguji dan menganalisis pengaruh dari dimensi *overall perceived service quality* dengan perspektif *technical* dan *functional quality* terhadap *patient satisfaction* serta dampaknya pada *behavioral intention* dengan moderat jenis kelamin dan *cultural value*. Pengujian model penelitian hasil modifikasi dari penelitian terdahulu dilakukan dengan data dari pelayanan *traditional Chinese medicine* (TCM) di klinik. Metode dalam penelitian ini adalah kuantitatif survey dan *cross sectional*. Data responden diambil pada tahun 2023 secara *purposive sampling* dengan kuesioner dari individu yang pernah menerima pelayanan di griya sehat XYZ. Terdapat 128 sampel yang memenuhi syarat dan dianalisis dengan PLS-SEM dengan *hierarchical component analysis (high order construct)*. Hasil penelitian menunjukkan dimensi *overall perceived service quality* yaitu, *technical quality*, *procedural quality*, *interactional quality*, *infrastructural quality*, dan *personnel quality* mempunyai pengaruh positif yang signifikan ($p\text{-value} < 0,05$) terhadap *patient satisfaction* dan *behavioral intention*. *Patient satisfaction* mempunyai pengaruh positif yang signifikan terhadap *behavioral intention* dan memediasi pengaruh *overall perceived service quality* terhadap *behavioral intention*. Jenis kelamin dan *cultural value* mempunyai peran pemoderasi yang memperkuat pengaruh *overall perceived service quality* terhadap *patient satisfaction* dan *behavioral intention*. Implikasi manajerial yang penelitian ini dapat berikan bagi pengembangan pelayanan TCM di klinik diantaranya dengan melakukan pemantauan kepuasan pasien secara berkala dan perlunya meningkatkan kualitas penyedia layanan kesehatan pada griya sehat.

Kata kunci: *Overall perceived service quality*, *patient satisfaction*, *behavioral intention*, *cultural value*, *traditional Chinese medicine*

ABSTRACT

Jenifer Kurniawan (NPM: 01615210031)

THE INFLUENCE OF OVERALL PERCEIVED SERVICE QUALITY DIMENSION ON PATIENT SATISFACTION AND ITS IMPACTS ON BEHAVIORAL INTENTION (A CASE STUDY IN TRADITIONAL CHINESE MEDICINE CLINIC XYZ)

The purpose of this study was to examine and analyze the effect of overall perceived service quality dimensions with technical and functional quality approaches on patient satisfaction and its impact on behavioral intention moderated by cultural value and sex. The research model was modified from previous studies and empirically tested with data from traditional Chinese medicine services at private clinics. The method in this research is a quantitative survey and cross-sectional approach. Respondent data were taken in 2023 by purposive sampling with a questionnaire for individuals who had received traditional Chinese medicine services at Griya Sehat XYZ. There were 128 samples that met the requirements and were analyzed by PLS-SEM with hierarchical component analysis (high-order construct). The results showed that overall perceived service quality dimensions which is technical quality, procedural quality, interactional quality, infrastructural quality, and personnel quality were proven to have a significant positive effect on patient satisfaction and behavioral intention. Patient satisfaction has a significant effect on behavioral intention and mediates the relationship between overall perceived service quality and behavioral intention. Another finding in this study are sex and cultural value was found significant in moderating the relationship between overall perceived service quality, patient satisfaction, and behavioral intention. Managerial implications can be drawn from this study for the development of traditional Chinese medicine services in clinics, such as patient satisfaction needs to be measured routinely and personnel quality needs to be improved to raise patient satisfaction.

Keywords: Overall perceived service quality, patient satisfaction, behavioral intention, cultural value, traditional Chinese medicine.