ABSTRAK

Agnya S. Suminar (01615210005)

"FAKTOR-FAKTOR YANG MEMPENGARUHI PATIENT SATISFACTION DAN DAMPAK PATIENT SATISFACTION PADA REVISIT INTENTION PADA KLINIK HEWAN XYZ DI JAKARTA SELATAN"

Tujuan dari penelitian ini adalah untuk menguji dan menganalisa pengaruh dari *communication by doctor*, *communication by assistant*, *expertise*, *accessibility*, *tangibility* dan commitment to animal welfare pada *patient satisfaction* dan dampaknya terhadap *revisit intention*. Pengujian model penelitian hasil modifikasi dari penelitian terdahulu dilakukan dengan data dari pelayanan kesehatan klinik hewan. Metode dalam penelitian ini adalah pendekatan kuantitatif dengan survei dan *cross sectional*. Data responden diambil pada tahun 2022 secara *pusposive sampling* dengan kuesioner dari individu yang pernah membawa hewan [eliharaannya diperiksa di klinik hewan XYZ. Terdapat 204 sampel yang memenuhi syarat dan dianalisis dengan PLS- SEM. Hasil penelitian menunjukkan tiga anteseden dari *patient satisfaction* terbukti mempunyai pengaruh yang signifikan dan positif. Dan riga antiseden lagin tidak terbukti mempunya pengaruh signifikan pada *patient satisfaction* di klinik hewan. Pengaruh paling kuat ditunjukan oleh *commitment to animal welfare* dan diikuti dengan *expertise* dan *communication by assistant*. Temuan penelitian ini menunjukkan dampak positif patient satisfaction pada revisit intention di klinik hewan.

Kata Kunci : *Patient satisfaction*, *revisit intention*, *commitment to animal welfare*, *animal clinic,* dan klinik hewan

ABSTRACT

Agnya S. Suminar (01615210005)

FACTORS AFFECTING PATIENT SATISFACTION AND IMPACT OF PATIENT SATISFACTION TO REVISIT INTENTION AT XYZ ANIMAL CLINIC IN SOUTH JAKARTA

The aim of this study was to investigate and assess the impact of doctor communication, assistant communication, expertise, accessibility, tangibility, and commitment to animal welfare on patient satisfaction, as well as their influence on revisit intention. This modified research model, based on previous studies, was applied to data collected from an animal clinic in South Jakarta. The research approach employed was quantitative, using a survey and cross-sectional method. Purposive sampling was used to collect respondent data in 2022, using a questionnaire distributed to individuals who had visited the XYZ animal clinic for their pets' check-ups. The data collected from 204 eligible participants were analyzed using PLS-SEM. The results indicate that three of the antecedents of patient satisfaction were found to have a significant positive impact. However, the other three antecedents did not demonstrate a significant effect. Of the influencing factors, commitment to animal welfare had the greatest impact, followed by expertise and assistant communication. The findings of this study provide evidence of the positive relationship between patient satisfaction and revisit intention at animal clinics.

Keywords: Patient satisfaction, revisit intention, commitment to animal welfare, animal clinic