

ABSTRAK

PENGARUH *HOSPITAL RESOURCES*, *DISCOMFORT TOLERANCE*, *INFORMATION BEFORE ENDOSCOPY*, DAN *INFORMATION AFTER ENDOSCOPY* TERHADAP *REVISIT INTENTION* YANG DIMEDIASI OLEH *PATIENT SATISFACTION* (STUDI PADA PASIEN YANG MENJALANI ENDOSKOPI GASTROINTESTINAL DI RS XYZ)

Patient satisfaction saat ini menjadi indikator mutu dan keberhasilan layanan kesehatan. Evaluasi terhadap *patient satisfaction* saat ini sudah mulai banyak dilakukan pada pusat endoskopi di beberapa negara baik pada endoskopi saluran cerna atas maupun bawah. Pengembangan dan validasi model penilaian *GESQ* (*gastrointestinal endoscopy satisfaction questionnaire*) di beberapa negara telah dilakukan dalam memprediksi *patient satisfaction* dan menjadi prediktor *patient satisfaction* pada pasien yang menjalani endoskopi saluran cerna. Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *patient satisfaction* terhadap *revisit intention* pada pasien yang menjalani tindakan endoskopi saluran cerna di Indonesia. Survei kuantitatif dilakukan dengan teknik *purposive sampling* untuk mengumpulkan data dari rumah sakit XYZ. Survei tersebut dilakukan pada 147 responden, yang dianalisis melalui *partial least squares-structural equation modeling* (*PLS-SEM*). Pengaruh langsung pada *patient satisfaction* ditemukan paling kuat dari *Hospital Resources*. Ditemukan bahwa *patient satisfaction* secara positif dan signifikan memprediksi *revisit intention*. *PLS-Predict* menghasilkan *large predictive relevance* untuk model ini. Penelitian ini berimplikasi pada pengambil kebijakan dan manajemen rumah sakit dalam memperbaiki kecakapan petugas dan fasilitas rumah sakit serta informasi yang diberikan sebelum tindakan endoskopi dalam mengoptimalkan *revisit intention* melalui *patient satisfaction*.

Kata kunci: *patient satisfaction*; *revisit intention*; endoskopi saluran cerna; *PLS-SEM*

ABSTRACT

EFFECTS OF HOSPITAL RESOURCES, DISCOMFORT TOLERANCE, INFORMATION BEFORE ENDOSCOPY AND INFORMATION AFTER ENDOSCOPY IN REVISIT INTENTION MEDIATED BY PATIENT SATISFACTION (STUDY IN ADULT PATIENTS WHO UNDERGO GASTROINTESTINAL ENDOSCOPY IN XYZ HOSPITAL)

Patient satisfaction is an indicator of quality and success of medical service. Evaluation regarding patient satisfaction has also improved in the area of gastrointestinal endoscopy which is modality diagnostic until therapy for issues on upper and lower side of gastrointestinal through gastroscopy and colonoscopy. Improvement on the valuation model has been applied in some countries. GESQ (gastrointestinal endoscopy satisfaction questionnaire) in some country has validated in predicting patient satisfaction and to make some predictors upon the patient satisfaction who underwent endoscopy gastrointestinal. This study aimed to test and analyse the effects of the patient satisfaction on revisit intention in patients who undergo gastrointestinal endoscopy in Indonesia. A cross sectional study was conducted through a purposive sampling technique to collect data from XYZ. The study resulted in 147 responses, which were analysed through partial least squares-structural equation modelling (PLS-SEM). The direct influence on patient assessment was found to be the strongest from Hospital Resources. It was found that patient satisfaction positively and significantly predicted revisit intention. The PLS-Predict resulted in large predictive relevance for this model. This study has implications for policymakers and hospital management in improving Hospital Resources and information before endoscopy in optimizing revisit intention through patient satisfaction.

Keywords: patient satisfaction; revisit intention; gastrointestinal endoscopy; PLS-SEM