

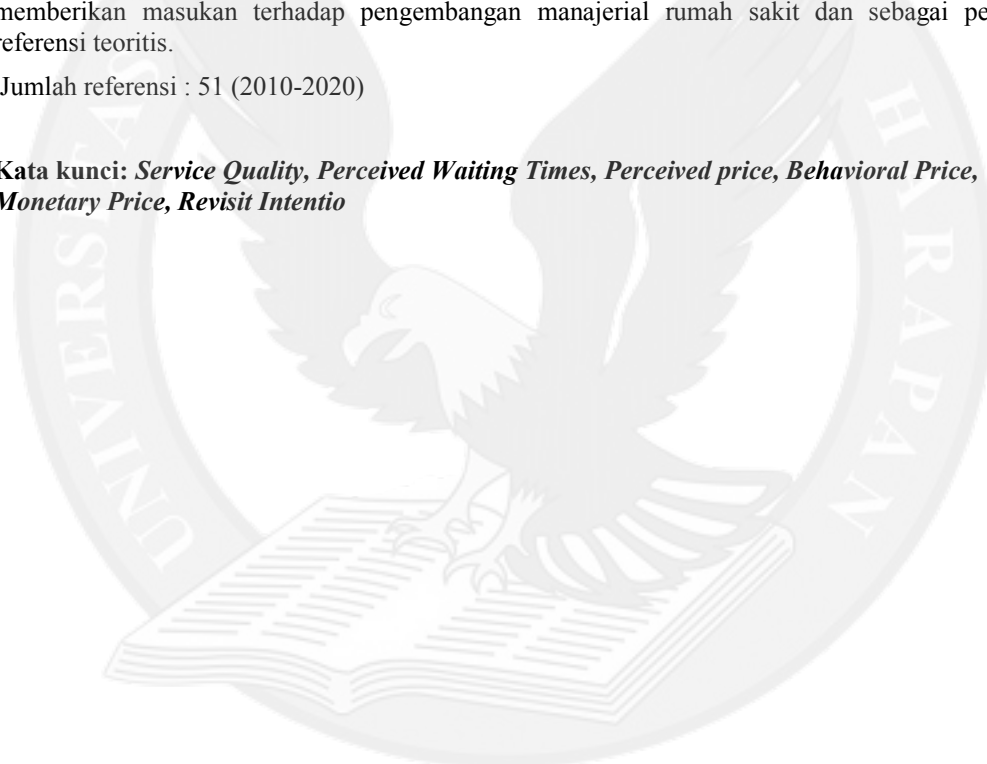
## ABSTRAK

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Tujuan penelitian ini adalah untuk mengetahui pengaruh dari *service quality* terhadap *monetary price*, *perceived waiting times* terhadap *monetary price*, *behavioral price* terhadap *monetary price*, *service quality* terhadap *revisit intention*, *behavioral price* terhadap *revisit intention* dan *monetary price* terhadap *revisit intention*. Penelitian ini dilakukan menggunakan penelitian kuantitatif dengan pendekatan uji hipotesis dengan desain survey penelitian. Metode pengambilan sampel menggunakan metode *purposive non-probability sampling* dengan jumlah responden sebanyak 130 pasien. Responden yang masuk kedalam kriteria inklusi pada penelitian ini adalah pasien yang pernah berobat ke rumah sakit swasta tipe b di Kawasan Jakarta utara dalam 6 bulan terakhir dan sudah berusia lebih dari 19 tahun. Hasil yang diperoleh dianalisis menggunakan perangkat lunak PLS-SEM. Hasil analisis data menunjukkan bahwa *service quality* berpengaruh positif terhadap *monetary price*, *perceived waiting times* berpengaruh positif terhadap *monetary price*, *behavioral price* berpengaruh positif terhadap *monetary price*, *service quality* berpengaruh positif terhadap *revisit intention* ke rumah sakit, *behavioral price* berpengaruh negatif terhadap *revisit intention* ke rumah sakit dan *monetary price* berpengaruh positif terhadap *revisit intention* ke rumah sakit. Melalui penelitian ini, diharapkan dapat memberikan masukan terhadap pengembangan manajerial rumah sakit dan sebagai pelengkap referensi teoritis.

.Jumlah referensi : 51 (2010-2020)

**Kata kunci:** *Service Quality, Perceived Waiting Times, Perceived price, Behavioral Price, Monetary Price, Revisit Intentio*



## ABSTRACT

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*The aim of this research is to determine the effects of service quality on monetary price, perceived waiting times on monetary price, behavioral price on monetary price, service quality on revisit intention, behavioral price on revisit intention and monetary price on revisit intention. This research was conducted using a quantitative research paradigm with a descriptive approach and hypothesis testing. The sampling method used a purposive non-probability sampling method with a total of 130 patients as respondents. Respondents who were included in the inclusion criteria in this study were patients who had received treatment at a type B private hospital in the North Jakarta area in the last 6 months and were over 19 years old. The results obtained were analyzed using PLS-SEM software. The results of data analysis show that service quality has a positive effect on monetary price, perceived waiting times has a positive effect on monetary price, behavioral price has a positive effect on monetary price, service quality has a positive effect on revisit intention to go to the hospital, behavioral price has a negative effect on revisit intention to go home illness and monetary price have a positive effect on revisit intention to go to the hospital. Through this research, hopefully can increase management in the hospital also can be used as theoretical reference for further research.*

*Number of references : 51 (2010-2020)*

***Keywords: Service Quality, Perceived Waiting Times, Perceived price, Behavioral Price, Monetary Price, Revisit Intention***

