ABSTRAK

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PENGARUH DIMENSI *TOTAL QUALITY MANAGEMENT* DAN DIMENSI *CUSTOMER RELATIONSHIP MANAGEMENT* TERHADAP KEPUASAN DAN NIAT PERILAKU PASIEN DI RUMAH SAKIT SWASTA DI INDONESIA

Penelitian ini didasarkan pada kebutuhan untuk menganalisis *pengaruh Total Quality Management* (TQM) dan *Customer Relationship Management* (CRM) terhadap *Patient Satisfaction* dan *Behavior Intention* dalam konteks layanan kesehatan di rumah sakit. Seiring meningkatnya peningkatan fokus pasien terhadap pelayanan kesehatan yang diterima, memahami hal-hal yang dapat mempengaruhi perilaku pasien dalam memilih dan kembali menggunakan layanan kesehatan menjadi penting. Data yang digunakan dalam penelitian ini diperoleh dari responden pasien yang telah menerima perawatan di RS Siloam di Jakarta, dan dengan menggunakan pendekatan metode pengambilan sampel judgmental sampling, sebanyak 241 responden menjadi subjek penelitian ini setelah mengisi kuesioner yang disebarkan melalui *Google Form*. Analisis data dilakukan melalui teknik PLS-SEM menggunakan aplikasi SmartPLS®4.0.9.9. Hasil dari penelitian ini membuktikan bahwa 5 dari 5 hipotesis diterima, yang berarti terdapat pengaruh positif antara TQM terhadap kepuasan pasien, CRM terhadap kepuasan pasien, CRM terhadap niat perilaku, peran mediasi dari kepuasan terhadap hubungan antara CRM dan niat perilaku, serta kepuasan pasien terhadap niat perilaku pasien pada konteks layanan kesehatan di rumah sakit.

Kata Kunci: *Total Quality Management, Customer Relationship Management, Patient Satisfaction, Behavior Intention*

ABSTRACT

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THE INFLUENCE OF TQM AND CRM DIMENSIONS ON SATISFACTION AND BEHAVIOR INTENTION IN MEDICAL INDUSTRY

This research is based on the need to analyze the influence of Total Quality Management (TQM) and Customer Relationship Management (CRM) on Patient Satisfaction and Behavioral Intention in the context of healthcare services in hospitals. With the increasing focus of patients on the healthcare services they receive, understanding the factors that can influence patient behavior in choosing and returning to use healthcare services becomes crucial. The data used in this research were obtained from patient respondents who had received treatment at Siloam Hospital in Jakarta. Using a judgmental sampling approach, a total of 241 respondents became the subjects of this study after completing a questionnaire distributed via Google Form. Data analysis was conducted through the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique using the SmartPLS® 4.0.9.9 application. The results of this research demonstrate that all 5 hypotheses were accepted, indicating a positive influence between TQM and patient satisfaction, CRM and patient satisfaction, CRM and behavioral intention, the mediating role of satisfaction in the relationship between CRM and behavioral intention, as well as patient satisfaction on the behavioral intention of patients in the context of healthcare services in hospitals.

Kata Kunci: *Total Quality Management, Customer Relationship Management, Patient Satisfaction, Behavior Intention*