

ABSTRAK

Lia Kurnia Hartanti (01616190038)

PENGARUH DIMENSI-DIMENSI DARI *SERVICE QUALITY* DAN DAMPAKNYA TERHADAP *PATIENT SATISFACTION* PADA PASIEN DI UNIT HEMODIALISIS DI JAKARTA DAN SEKITARNYA

Penyakit Ginjal Kronis (PGK) termasuk penyakit katastrofik di Indonesia yang menempati posisi ke-2, setelah penyakit jantung. Jumlah renal unit di Indonesia berkembang pesat sejak diluncurkannya program Jaminan Kesehatan Nasional (JKN) tahun 2014 dan diiringi peningkatan jumlah pasien. Karena belum banyak penelitian yang serupa di Indonesia, penulis mengadopsi model penelitian yang diadopsi dari Sanabria-Arenas et al (2017), menggunakan kuesioner ESUR-HD yang dimodifikasi, diuji secara empiris pada pasien hemodialisis di Jakarta dan sekitarnya. Tujuan penelitian ini menguji model penelitian variabel yang berpengaruh pada variabel *service quality* dan *patient satisfaction* pelayanan hemodialisis. PLS-SEM digunakan untuk menganalisis data empiris dengan *purposive sampling*. Didapatkan 321 responden yang memenuhi syarat melalui kuesioner yang didistribusikan *online*. Hasil analisis PLS-SEM diketahui bahwa dari Sembilan jalur kesemuanya terbukti secara signifikan dan semua hipotesis didukung, dengan pengaruh paling besar pada *facilities and organisation of the service* diikuti oleh *attention to psychological and administrative issues*. Model penelitian ini merupakan kategori *moderate to strong* pada variabel *dependen* terhadap variabel *service quality*, dan *strong predictive accuracy* pada variabel *service quality* terhadap variabel *patient satisfaction*. Penelitian ini memiliki *large predictive relevance*, sehingga dapat direplikasikan pada penelitian selanjutnya dengan populasi yang berbeda. Terdapat beberapa implikasi manajerial dari temuan penelitian ini dan rekomendasi bagi penelitian selanjutnya.

Kata kunci : hemodialisis, *service quality*, *patient satisfaction*

ABSTRACT

Lia Kurnia Hartanti (01616190038)

THE EFFECT OF THE DIMENSIONS OF SERVICE QUALITY AND THEIR IMPACT ON PATIENT SATISFACTION IN PATIENTS IN THE HEMODIALYSIS UNIT AROUND JAKARTA

Chronic Kidney Disease (CKD) is a catastrophic disease that is a burden on health costs in Indonesia, which ranks 2nd. The number of renal units in Indonesia has grown very rapidly since the launch of the National Health Insurance (JKN) program in 2014 and accompanied by an increase in the number of patients. Since there are not many similar studies in Indonesia, the authors adopted the research model adopted from Sanabria-Arenas et al (2017), using a modified ESUR-HD questionnaire, was tested empirically on hemodialysis patients in Jakarta and surrounding areas. The purpose of this study is to examine the variable research model that influences the service quality and patient satisfaction variables for hemodialysis services. PLS-SEM was used to analyze empirical data obtained by purposive sampling. There were 321 respondents who met the requirements through a questionnaire distributed online. The results of the PLS-SEM analysis show that from nine paths all of them are proven significantly and all hypotheses can be supported, with the greatest influence on facilities and organization of the service followed by the influence of attention to psychological and administrative issues. This research model is a moderate to strong category on the dependent variable on the service quality variable, and strong predictive accuracy on the service quality variable on the patient satisfaction variable. This study has large predictive relevance, so it can be replicated in future studies with different populations. There are several managerial implications of the findings of this study and recommendations for further research.

Keywords : hemodialysis, service quality, patient satisfaction