

ABSTRAK

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ANTESEDEN DARI *PATIENT EXPERIENTIAL SATISFACTION* SERTA DAMPAKNYA TERHADAP *PATIENT LOYALTY* (STUDI KASUS PADA PELAYANAN OBSTETRI DI RUMAH SAKIT IBU DAN ANAK XYZ)

Tujuan penelitian ini untuk menguji dan menganalisis pengaruh dari *maternity care by doctor*, *maternity care by nurse*, *hospital ambience*, *hospital reputation*, *waiting time* dan *patient safety* pada *patient experiential satisfaction* serta dampaknya terhadap *patient loyalty* yang dimoderasi oleh *social media engagement*. Pengujian model penelitian hasil modifikasi dari penelitian terdahulu dilakukan dengan data dari pelayanan obstetri di rumah sakit ibu anak (RSIA). Metode dalam penelitian ini adalah pendekatan kuantitatif dengan survei dan *cross sectional*. Data responden diambil pada tahun 2021 secara *pusposive sampling* dengan kuesioner dari individu yang pernah menerima pelayanan di RSIA XYZ, khususnya pernah mempunyai riwayat bersalin di RSIA ini. Terdapat 205 sampel yang memenuhi syarat dan dianalisis dengan PLS-SEM. Hasil penelitian menunjukkan keenam anteseden dari *patient experiential satisfaction* terbukti mempunyai pengaruh yang signifikan dan positif. Pengaruh paling kuat ditunjukkan oleh *maternity care by doctor* dan diikuti dengan *hospital reputation* dan *hospital ambience*. Temuan penelitian ini membuktikan dampak *positif experiential satisfaction* terhadap *patient loyalty* di RSIA. *Social media engagement* ditemukan mempunyai pengaruh signifikan yang negatif hal ini dapat dikaitkan dengan kinerja sosial media yang belum optimal. Dari temuan penelitian ini dapat diambil implikasi manajerial bagi pengembangan pelayanan obstetri di RSIA diantaranya dengan mempertahankan kualitas pelayanan oleh dokter dan perlunya peningkatan reputasi RSIA dengan menyediakan layanan dengan teknologi terbaru.

Kata kunci: *Patient experiential satisfaction*, *patient loyalty*, anteseden, *social media engagement*, RSIA

ABSTRACT

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ANTESEDEN OF *PATIENT EXPERIENTIAL SATISFACTION* AND ITS IMPACT ON *PATIENT LOYALTY* (A CASE STUDY OF OBSTETRIC SERVICE IN MOTHER AND CHILD HOSPITAL)

The purpose of this study was to examine and analyze the effect of maternity care by doctor, maternity care by nurse, hospital ambience, hospital reputation, waiting time and patient safety on patient experiential satisfaction and their impact on patient loyalty moderated by social media engagement. The analysis of this modified research model from previous studies was carried out with data from obstetric services at the Mother and Child Hospital (RSIA). The method in this research is quantitative with survey and cross-sectional approach. Respondent data were taken in 2021 by purposive sampling with a questionnaire from individuals who had received obstetric services at RSIA XYZ, especially those who had a history of giving birth at this RSIA. There were 205 samples that met the requirements and were analyzed by PLS-SEM. The results showed that the six antecedents of patient experiential satisfaction were proven to have a significant and positive effect. The strongest influence was shown by maternity care by doctor and followed by hospital reputation and hospital ambience. The findings of this study prove the positive impact of experiential satisfaction on patient loyalty at RSIA. Social media engagement was found to have a significant with negative effect, this can be attributed to the suboptimal performance of social media managed by RSIA. From the findings of this study, managerial implications can be drawn for the development of obstetric services at RSIA, such as maintain the doctor quality and strengthen hospital image by provide upgrade in medical equipments and services.

Keywords: Patient experiential satisfaction, patient loyalty, antecedents, social media engagement, RSIA