

ABSTRAK

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ANTESEDEN DARI *PATIENT SATISFACTION* SERTA DAMPAKNYA TERHADAP *PATIENT LOYALTY* DENGAN *SWITCHING COST* DAN *LOCATION* SEBAGAI FAKTOR MODERASI (STUDI PADA PELAYANAN LABORATORIUM DI KLINIK SWASTA XYZ)

Tujuan penelitian ini untuk menguji dan menganalisis pengaruh dari *administrative process, information availability, waiting time, environment in phlebotomy room, phlebotomy process, results notification* terhadap *patient satisfaction* serta dampaknya pada *patient loyalty* yang dimoderasi oleh *switching cost* dan *location*. Penelitian ini mengusulkan model baru dari modifikasi penelitian terdahulu dengan data dari pelayanan laboratorium klinik swasta di Jabodetabek. Metode dalam penelitian ini adalah kuantitatif dengan survei menggunakan pendekatan *cross sectional*. Data responden diambil secara *pusposive sampling* dengan kuesioner dari individu yang pernah menerima pelayanan laboratorium di klinik XYZ, khususnya pernah mempunyai riwayat pengambilan darah vena (*phlebotomy*). Terdapat 266 sampel yang memenuhi syarat dan dianalisis dengan PLS-SEM. Hasil penelitian menunjukkan keenam anteseden dari Patient Satisfaction terbukti mempunyai pengaruh yang signifikan dan positif. Pengaruh paling kuat ditunjukkan oleh *administrative process* dan diikuti oleh *information availability*. Temuan penelitian ini membuktikan terdapat dampak *positif* dari *patient satisfaction* terhadap *patient loyalty* pada pelayanan laboratorium klinik. Selanjutnya, *switching cost* dan *location* juga ditemukan mempunyai pengaruh signifikan yang positif untuk memoderasi hubungan tersebut. Dari temuan penelitian ini dapat diambil implikasi manajerial untuk pengembangan pelayanan di laboratorium klinik, sehingga mampu membantu meningkatkan kualitas kesehatan di masyarakat, dan berkontribusi dalam ilmu pendidikan dengan penambahan literatur terkait kepuasan dan loyalitas pasien terhadap pelayanan di laboratorium klinik masih sangat terbatas. Terdapat sejumlah keterbatasan yang diikuti saran bagi penelitian selanjutnya.

Kata kunci: *Patient satisfaction, patient loyalty, switching cost, location, laboratorium*

ABSTRACT

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ANTECEDENT OF PATIENT SATISFACTION AND ITS IMPACT ON PATIENT LOYALTY WITH SWITCHING COST AND LOCATION AS MODERATING FACTORS (A CASE STUDY OF LABORATORY SERVICE IN PRIVATE CLINIC XYZ)

The purpose of this study was to examine and analyze the effect of administrative process, information availability, waiting time, environment in phlebotomy room, phlebotomy process, results notification on patient satisfaction and its impact on patient loyalty moderated by switching costs and location. This study proposes a new model from modification of previous research with data from private clinical laboratory in Jabodetabek. The method in this research is quantitative with a survey using a cross sectional approach. Respondent data were taken by purposive sampling with questionnaires from individuals who had received laboratory services at the XYZ clinic, especially those who had a history of undergo phlebotomy process. There were 266 samples that met the requirements and were analyzed by PLS-SEM. The results showed that the six antecedents of Patient Satisfaction proved to have a significant and positive effect. The strongest influence is shown by administrative process and followed by information availability. The findings of this study prove that there is a positive impact of patient satisfaction on patient loyalty in clinical laboratory services. Furthermore, switching cost and location were also found to have a positive significant effect on moderating the relationship. From the findings of this study, managerial implications can be drawn for the development of services in clinical laboratories, so that they can help improve the quality of health in the community, and contribute to science education by adding literature related to patient satisfaction and loyalty to services in clinical laboratories which is still very limited. There are a number of limitations which are followed by suggestions for further research.

Keywords : *Patient satisfaction, patient loyalty, switching cost, location, laboratory*