

## ABSTRACT

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### **ANTECEDENTS AND CONSEQUENCE OF PATIENT SATISFACTION IN A HOSPITAL BOGOR**

(Page; figures; table; appendices)

*This research aims to analyze : the positive effect of quality object, quality process, quality infrastructure, quality interaction, quality atmosphere to patient satisfaction and the positive effect of patient satisfaction to patient loyalty. Data collection was collected using questionnaire. The target population of this research were people that have admitted as in patients at A hospital and willing to be respondents of this research. The number of samples were determined to be which 212 samples. The sampling technique use was purposive sampling. Partial Least Square-Structural Equation modelling (PLS-SEM) is applied to this study. The result of data analysis showed that quality object, quality infrastructure, quality interaction, dan quality atmosphere have have positive effect to patient satisfaction .the quality of process have a negative effect to patient satisfaction. Lastly patient satisfaction have positive effect on patient loyalty. Managerial implication based on the results, A hospital can improve quality objects, quality infrastructure, quality interaction, quality atmosphere and redesign the quality process to increase patient satisfaction and patient loyalty.*

*Keyword : quality object, quality process, quality infrastructure, quality interaction, quality atmosphere, patient satisfaction and patient loyalty*

## ABSTRAK

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### **ANTESEDEN DAN KONSEKUENSI DARI KEPUASAN PASIEN DI RS A BOGOR**

(Halaman;gambar;tabel;lampiran)

Penelitian ini bertujuan untuk menganalisis : pengaruh positif *quality object, quality process, quality infrastructure, quality interaction, dan quality atmosphere terhadap kepuasan pasien serta pengaruh* positif kepuasan pasien terhadap loyalitas pasien. Pengumpulan data dilakukan menggunakan kuesioner. Target populasi penelitian ini adalah orang yang pernah dirawat di rumah sakit A Bogor dan bersedia menjadi responden. Penentuan jumlah sampel ditentukan sebesar 212 sampel. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diolah menggunakan Partial Least Square-Structural Equation modelling (PLS-SEM). Hasil penelitian menunjukkan bahwa *quality object, quality infrastructure, quality interaction, dan quality atmosphere* berpengaruh *positif* terhadap kepuasan pasien sedangkan *quality process* menunjukkan pengaruh negatif terhadap kepuasan pasien. Terakhir kepuasan pasien berhubungan positif terhadap loyalitas pasien. Implikasi manajerial berdasarkan hasil analisis data, Rumah sakit A Bogor dapat melaksanakan peningkatan dari *quality object, quality infrastructure, quality interaction, quality atmosphere* serta melaksanakan perbaikan pada *quality process* sebagai upaya meningkatkan kepuasan pasien dan loyalitas pasien

**Kata kunci :** *quality object, quality process, quality infrastructure, quality interaction, dan quality atmosphere, kepuasan pasien, loyalitas pasien*

