

ABSTRAK

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PENGARUH PRIVACY AND SAFETY, COMMUNICATION, DAN PHYSICAL ENVIRONMENT, TERHADAP PATIENT SATISFACTION SERTA DAMPAKNYA PADA LOYALTY (STUDI PADA KLINIK GIGI DI JAKARTA BARAT)

Pendahuluan: Untuk mengetahui pengaruh *privacy and safety, communication, physical environment* dengan dimediasi oleh *patient satisfaction* terhadap *loyalitas* pasien (Studi pada Klinik Gigi di Jakarta Barat). **Metode:** Jenis penelitian yang digunakan adalah quantitative dengan menggunakan pendekatan PLS-*Structural Equation Modelling (SEM)* menggunakan Software SMART PLS. Sampel yang digunakan dalam penelitian ini sebanyak 290 konsumen Klinik Gigi. Alat pengumpulan data berupa kuesioner. **Hasil:** *Privacy and safety, communication, physical environment* berpengaruh positif dan signifikan terhadap kepuasan pasien. *Patient satisfaction* berpengaruh secara signifikan dan positif terhadap *customer loyalty*. **Kesimpulan:** *Privacy and safety, communication, physical environment* dengan dimediasi oleh *patient satisfaction* terhadap *loyalitas* pasien semua hipotesa didukung.

Kata Kunci : Privacy and Safety, Communication, Physical Environment, Patient Satisfaction, Patient Loyalty

ABSTRACT

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EFFECT OF PRIVACY AND SAFETY, COMMUNICATION, AND PHYSICAL ENVIRONMENT ON PATIENT SATISFACTION AND THEIR IMPACT ON LOYALTY. (STUDY AT A DENTAL CLINIC IN WEST JAKARTA)

Preliminary: To determine the effect of privacy and safety, communication, as well as physical environment mediated by patient satisfaction on patient loyalty (Study at a Dental Clinic in West Jakarta). **Method:** The type of research used is quantitative using the PLS-Structural Equation Modeling (SEM) approach using SMART PLS software. The sample used in this study were 290 dental clinic consumers. Data collection tools in the form of a questionnaire. **Result:** Privacy and safety, communication, and physical environment have a positive and significant impact on patient satisfaction. Patient satisfaction has a significant and positive effect on customer loyalty. **Conclusion:** Privacy and safety, communication, and physical environment mediated by patient satisfaction on patient loyalty are all supported hypotheses.

Keywords: *Privacy and Safety, Communication, Physical Environment, Patient Satisfaction, Patient Loyalty*

