

## ABSTRAK

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### **PENGALAMAN PASIEN MELALUI PELAYANAN BEDAH PLASTIK DENGAN DAMPAK TERHADAP REKOMENDASI KEMUNGKINAN DIPERANTARAI KESADARAN PASCAOPERASI PADA PENAMPILAN (KASUS KLINIK SWASTA XYZ DI JAKARTA)**

Situasi pandemi memaksa layanan operasi plastik disesuaikan karena peningkatan tindakan pencegahan kesehatan dan keselamatan. Menariknya, layanannya dapat dipertahankan melawan segala tantangan. Tampaknya kesadaran pascaoperasi akan penampilan menjadi variabel mediasi yang menghubungkan layanan dengan kemungkinan rekomendasi. Penelitian ini bertujuan untuk menyoroti kemungkinan rekomendasi (LRC) ke klinik, menggabungkan kesadaran penampilan pasien pasca operasi (PCA) sebagai mediator. Pengumpulan data dilakukan dengan pendekatan kuantitatif patient self-reported survey dengan data cross-sectional dari 97 responden di dua klinik bedah plastik di Jakarta, Indonesia. Tanggapan dianalisis melalui pemodelan *Partial Least Squares-Structural Equation Modelling* (PLS-SEM). Hasil studi menunjukkan bahwa Staff Service (SHS) memiliki dampak langsung dan tidak langsung yang dimediasi oleh PCA terhadap rekomendasi (LRC). Ada enam variabel yang berkontribusi mempengaruhi PCA (95% Confidence Interval), masing-masing standar fasilitas kesehatan/HFS (p 0,003), SHS (p 0,005), organisasi perawatan/ORG (p 0,012), masalah pribadi pasien/PPI (p 0,013), waktu tunggu/WTM (p 0,016), dan perawatan kesehatan oleh ahli bedah plastik/HCS (p 0,047). Variabel mediasi PCA pada gilirannya mempengaruhi LRC (p 0,004), bersama dengan SHS (p 0,024). Kesimpulannya, PCA terbukti sebagai variabel mediasi terhadap LRC, bersama dengan SHS. Oleh karena itu, manajemen klinik harus memfokuskan perhatian mereka untuk mengoptimalkan SHS dan keenam variabel yang berkontribusi terhadap PCA. Kesadaran penampilan pasca operasi (PCA) belum pernah dipelajari sebelumnya sebagai mediator terhadap kemungkinan rekomendasi. Sekarang, telah terbukti sebagai faktor yang berkontribusi terhadap rekomendasi mana manajemen klinik harus fokus untuk meningkatkan jumlah pasien dan profitabilitas.

*Kata Kunci : bedah plastik; layanan staf; kemungkinan rekomendasi klinik; kesadaran penampilan pasca operasi*

## ABSTRACT

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### **PATIENT EXPERIENCE THROUGH PLASTIC SURGERY SERVICE WITH ITS IMPACT TOWARD RECOMMENDATION LIKELIHOOD MEDIATED BY POST-OPERATIVE CONSCIOUSNESS OF APPEARANCE (A CASE OF PRIVATE CLINIC XYZ IN JAKARTA)**

*Pandemic situation coerced plastic surgery services to be adjusted due to increased health and safety precautions. Interestingly, its services were able to be maintained against all odds. It seems that post-operative consciousness of appearance becomes mediating variable relating service to recommendation likelihood. This study is aimed to highlight the recommendation likelihood (LRC) to clinic, incorporating post-operative patient consciousness of appearance (PCA) as a mediator. Data was collected through quantitative patient self-reported survey approach with cross-sectional data from 97 respondents in two plastic surgery clinics in Jakarta, Indonesia. Responses analysed through partial least squares structural equation modelling (PLS-SEM). The study result showed that Staff Service (SHS) has direct and indirect impact mediated by PCA toward recommendation (LRC). There are six contributing variables impacting PCA (95% Confidence Interval), respectively health facility standard/HFS ( $p$  0.003), SHS ( $p$  0.005), organization of care/ORG ( $p$  0.012), patient personal issue/PPI ( $p$  0.013), waiting time/WTM ( $p$  0.016), and healthcare by plastic surgeon/HCS ( $p$  0.047). Mediating variable PCA in turn influences LRC ( $p$  0.004), along with SHS ( $p$  0.024). In conclusion, PCA has been proven as a mediating variable towards LRC, along with SHS. Therefore, clinic management has to focus their attention to optimize SHS and all six contributing variables impacting PCA. Post-operative consciousness of appearance (PCA) has not been studied previously as a mediator toward recommendation likelihood. Now, it has been proven as a factor contributing to recommendation which clinic management should focus to increase traffic and profitability.*

*Keywords : plastic surgery; plastic surgeon; staff service; clinic recommendation likelihood; post-operative consciousness of appearance*