

## TABLE OF CONTENT

	Pages
<b>TITLE PAGE</b>	
<b>ORIGINALITY STATEMENT OF THESIS.....</b>	<b>ii</b>
<b>APPROVAL OF THESIS SUPERVISOR.....</b>	<b>iii</b>
<b>APPROVAL OF THESIS EXAMINATION COMMITTEE.....</b>	<b>iv</b>
<b>FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT.....</b>	<b>v</b>
<b>ABSTRACT.....</b>	<b>vi</b>
<b>ABSTRACT .....</b>	<b>vii</b>
<b>FOREWORDS. ....</b>	<b>viii</b>
<b>TABLE OF CONTENTS .....</b>	<b>x</b>
<b>LIST OF FIGURES.....</b>	<b>xiv</b>
<b>LIST OF TABLES.....</b>	<b>xv</b>
<b>LIST OF APPENDICES.....</b>	<b>xvi</b>
<b>CHAPTER I. INTRODUCTION.....</b>	<b>1</b>
1.1 Background.....	1
1.2 Research Question .....	10
1.3 Research Objectives .....	11
1.4 Research Benefits .....	12
1.5 Systematic of Writing .....	12
<b>CHAPTER II. LITERATURE REVIEW.....</b>	<b>15</b>
2.1 Theoretical Basis .....	15
2.1.1 Underpinning Theory.....	15
2.1.2 Parent Satisfaction....	15
2.1.3 Behavioural Intention.....	18
2.2 Hypothesis Development .....	20
2.2.1. The Parent’s Satisfaction on Child’s Examination (Child ZAP) Influence on Overall Parent’s Satisfaction .....	20

2.2.2. The Parent’s Satisfaction on Child’s Examination (Child ZAP)	
Influence on Behavioural Intention .....	21
2.2.3. The Overall Parent Satisfaction’s Influence on Behavioural Intention	22
2.2.4. The Mediating Effect of Overall Parent Satisfaction on Parent’s	
Satisfaction on Child’s Examination and Behavioural Intention .....	22
2.2.5. The Effect of Child’s Age on Parent Satisfaction with Child’s	
Examination (Child ZAP) and Overall Parent Satisfactio.....	23
2.2.6. The Effect of Mother’s Age on Overall Parent Satisfaction and	
Behavioural Intention .....	24
2.3 Conceptual Research Framework .....	25
<b>CHAPTER III. RESEARCH METHOD.....</b>	<b>26</b>
3.1 Object of Research .....	27
3.2 Unit Analysis .....	27
3.3 Research Type .....	28
3.4 Measurement of Research Variables .....	29
3.4.1 Variable Measurement Scale .....	29
3.4.2 Conceptual Definition and Operationalization of Variables .....	30
3.5 Population and Sample .....	34
3.5.1 Determining Sample Size .....	35
3.5.2 Sampling Method .....	35
3.6 Data Collection Method .....	36
3.7 Data Analysis Method.....	37
3.7.1 Model Analysis on PLS-SEM .....	40
3.7.1.1 Outer Model .....	40
3.7.1.2 Inner Model .....	41

<b>CHAPTER IV. RESULT AND DISCUSSION.....</b>	<b>45</b>
4.1 Results .....	46
4.1.1 Respondents Characteristics.....	46
4.2 Descriptive Analysis .....	47
4.2.1 Description of Independent Variables: Parent’s Satisfaction on Child’s Examination (Child ZAP) .....	49
4.2.2 Descriptive Analysis for Mediating Variable: Overall Parent Satisfaction....	53
4.2.3 Description Analysis for Dependent Variable: Behavioural Intention.....	55
4.3 Inferential Analysis .....	56
4.3.1 Covariant Based-Structured Equation Modelling (CB-SEM) .....	56
4.3.2 Measurement Model (PLS-SEM) .....	59
4.3.2.1 First Stage Outer Model Analysis .....	61
4.3.2.1.1 First Stage Indicator Reliability.....	63
4.3.2.1.2 First Stage Construct Reliability .....	66
4.3.2.1.3 First Stage Convergent Validity.....	67
4.3.2.1.4 First Stage Discriminant Validity.....	68
4.3.2.1.5 Second Stage Outer Model Analysis .....	70
4.3.2.1.6 Second Stage Indicator Reliability.....	70
4.3.2.1.7 Second Stage Construct Reliability .....	71
4.3.2.1.8 Second Stage Convergent Reliability .....	72
4.3.2.1.9 Second Stage Discriminant Validity.....	73
4.3.2.2 Structural Model (Inner Model Analysis).....	74
4.3.2.2.1 Multicollinearity.....	76
4.3.2.2.2 Determinant Coefficient.....	77
4.3.2.2.3 Effect Size.....	79
4.3.2.2.4 Predictive Relevance .....	80
4.3.2.3 Cross-validated Predictive Ability Test Result.....	81
4.3.2.4 Hypothesis Test Results.....	83
4.3.2.4.1 Hypothesis Test Results H1 .....	85

4.3.2.4.2 Hypothesis Test Results H2.....	85
4.3.2.4.3 Hypothesis Test Results H3.....	86
4.3.2.4.4 Hypothesis Test Results H4.....	86
4.3.2.4.5 Hypothesis Test Results H5.....	87
4.3.2.4.6 Hypothesis Test Results H6.....	88
4.3.2.5 Moderator Variable Analysis .....	88
4.3.2.6 Importance-Performance Mapping Analysis (IPMA) .....	90
4.3.2.7 Partial Least Square-Prediction Oriented Segmentation Analysis.....	95
4.4. Discussion .....	99
<b>CHAPTER V. CONCLUSION AND RECOMMENDATIONS.....</b>	<b>103</b>
5.1. Research Conclusion .....	103
5.2. Theoretical Implications .....	105
5.3 Managerial Implications .....	106
5.4 Limitations and Suggestions for Further Research .....	107
<b>BIBLIOGRAPHY .....</b>	<b>108</b>

## LIST OF FIGURES

	<b>Pages</b>
Figure 1.1 Number of Hospitals in East Java Province and Surabaya Based on Types .....	3
Figure 2.1 Conceptual Research Framework.....	25
Figure 3.1. Sample Size.....	35
Figure 4.1 Confirmatory Factor Analysis Result.....	57
Figure 4.2 First Stage Disjoint Outer Model.....	62
Figure 4.3 Second Stage Outer Model.....	70
Figure 4.4 Second Stage Inner Model.....	75
Figure 4.5 Slope for Moderating Variable of Mother's Age .....	89
Figure 4.6 Slope for Moderating Variable of Child's Age .....	90
Figure 4.7 IPMA Indicators – First Stage .....	93
Figure 4.8 PLS-POS (Segment 1) .....	98
Figure 4.9 PLS-POS (Segment 2).....	99

## LIST OF TABLES

	<b>Pages</b>
Table 1.1 Preliminary Study with NPS .....	5
Table 3.1 Operational Definition of Variables.....	31
Table 4.1 Demographic Profile of Respondents .....	45
Table 4.2 Respondents Characteristics .....	46
Table 4.3 Response Categories.....	48
Table 4.4 Description of the Independent Variables.....	49
Table 4.5 Description of the Overall Parent Satisfaction Variable .....	54
Table 4.6 Description of the Behavioural Intention Variable.....	55
Table 4.7 CB-SEM Correlations Matrix from Child-ZAP Inter-dimension .....	59
Table 4.8 First Stage Indicator Reliability .....	64
Table 4.9 First Stage Construct Reliability .....	66
Table 4.10 Average Variance Extracted Value (AVE) .....	68
Table 4.11 Heterotrait/Monotrait (HTMT) Ratio.....	69
Table 4.12 Second Stage Outer Loading.....	71
Table 4.13 Second Stage Construct Reliability.....	72
Table 4.14 Second Stage Convergent Validity .....	73
Table 4.15 Heterotrait-Monotrait (HTMT) Ratio .....	74
Table 4.16 Inner Variance Inflation Factor Result (Second Stage) .....	77
Table 4.17 Value of $R^2$ .....	78
Table 4.18 Value of $f^2$ .....	80
Table 4.19 Value of $Q^2$ Predict .....	81
Table 4.20 Predictive Ability of Structural Model Analysis .....	82
Table 4.21 Hypothesis Analysis .....	84
Table 4.22 First Stage Indicator and Variable Performance and Importance.....	91
Table 4.23 Second Stage Indicator and Variable Performance and Importance	94
Table 4.24 Posthoc Minimum Sample Size. ....	96
Table 4.25 $R^2$ Result of PLS-POS Analysis.....	97

<b>LIST OF APPENDICES .....</b>	<b>113</b>
Questionnaire used within research .....	113
Ethical Clearance .....	119
Stage of Data Analysis with SMART -PLS and CB-CEM.....	121

