

DAFTAR ISI

PERNYATAAN KEASLIAN KARYA TUGAS AKHIR.....	ii
PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR.....	iii
PERSETUJUAN TIM PENGUJI TUGAS AKHIR	iv
PERNYATAAN DAN PERSETUJUAN UNGGAH TUGAS AKHIR.....	v
ABSTRAK	vi
<i>ABSTRACT</i>	vii
KATA PENGANTAR.....	viii
DAFTAR ISI	x
DAFTAR TABEL	xiv
DAFTAR GAMBAR	xv
BAB I PENDAHULUAN	1
1.1 Latar Belakang Penelitian.....	1
1.2 Pertanyaan Penelitian.....	7
1.3 Tujuan Penelitian	8
1.4 Manfaat Penelitian	9
1.5 Sistemika Penelitian.....	10
BAB II TINJAUAN PUSTAKA	12
2.1 Dasar Teori	12
2.1.1 Variabel <i>Overall Perceived Service Quality</i>	16
2.1.2 Variabel <i>Patient Satisfaction</i>	18
2.1.3 Variabel <i>Behavioral Intention</i>	19
2.1.4 Variabel Moderasi Jenis Kelamin (<i>Sex</i>).....	20
2.1.5 Variabel Moderasi <i>Cultural Value</i>	21
2.2 Pengembangan Hipotesis	22
2.2.1 Kaitan antara <i>Overall Perceived Service Quality dan Patient Satisfaction</i>	22
2.2.2 Kaitan antara <i>Overall Perceived Service Quality dan Behavioral Intention</i>	23

2.2.3 Kaitan antara <i>Patient Satisfaction</i> dan <i>Behavioral Intention</i>	24
2.2.4 Kaitan antara <i>Patient Satisfaction</i> dalam memediasi <i>Overall Perceived Service Quality</i> dan <i>Behavioral Intention</i>	24
2.2.5. Kaitan perbedaan Jenis Kelamin (<i>Sex</i>) dalam memoderasi <i>Overall Perceived Service Quality</i> , <i>Patient Satisfaction</i> dan <i>Behavioral Intention</i>	25
2.2.6. Kaitan antara <i>Cultural Value</i> dalam memoderasi <i>Overall Perceived Service Quality</i> dan <i>Patient Satisfaction</i>	26
2.3 Kerangka Konseptual	27
BAB III METODOLOGI PENELITIAN	28
3.1. Objek Penelitian	28
3.2. Unit Analisis	28
3.3. Tipe Penelitian.....	29
3.4. Pengukuran Variabel Penelitian.....	30
3.4.1. Skala Pengukuran Variabel	30
3.4.2. Definisi Konseptual dan Operasionalisasi Variabel.....	31
3.5. Populasi dan Sampel	34
3.5.1. Besar Sampel	34
3.5.2. Metode Pengumpulan Sampel	35
3.6. Metode Pengumpulan Data	36
3.6.1 Data Primer.....	36
3.6.2 Data Sekunder.....	37
3.7. Metode Analisis Data	37
3.7.1. Analisis PLS-SEM.....	38
3.7.1.1 Outer Model	39
3.7.1.2 Inner Model.....	39
BAB IV HASIL DAN PEMBAHASAN.....	44
4.1. Profil Demografi Responden.....	44
4.2. Analisis Deskriptif.....	47
4.2.1. Analisa Deskriptif Variabel Independen: <i>Overall Perceived Service Quality</i>	48

4.2.2. Analisa Deskriptif Variabel <i>Patient Satisfaction</i>	53
4.2.3. Analisa Deskriptif Variabel <i>Behavioral Intention</i>	54
4.2.4. Analisa Deskriptif Variabel <i>Cultural Value</i>	55
4.3. Analisis Inferensial	56
4.3.1. Analisis Model Pengukuran <i>first stage (outer model)</i>	57
4.3.1.1. <i>Indicator Reliability first stage</i>	59
4.3.1.2. <i>Construct Reliability first stage</i>	60
4.3.1.3. <i>Construct Validity first stage</i>	61
4.3.1.4. <i>Discriminant Validity first stage</i>	62
4.3.2. Analisis Model Pengukuran <i>second stage (outer model)</i>	63
4.3.2.1. <i>Indicator Reliability second stage</i>	65
4.3.2.2. <i>Construct Reliability second stage</i>	66
4.3.2.3. <i>Construct Validity second stage</i>	67
4.3.2.4. <i>Discriminant Validity second stage</i>	68
4.3.3. Analisis Model Struktural (<i>inner model</i>)	70
4.3.3.1. Multikolinearitas.....	71
4.3.3.2. Koefisien Determinasi (R^2)	72
4.3.3.3. Nilai <i>Effect Size</i> (f^2)	74
4.3.3.4. <i>Predictive relevance</i> ($Q^2_{predict}$)	75
4.3.3.5. <i>Cross-validated Predictive Ability Test (CVPAT)</i>	76
4.3.3.6. Uji Hipotesis	78
4.3.2.6.1. Pengaruh <i>Overall Perceived Service Quality</i> terhadap <i>Patient Satisfaction</i>	80
4.3.2.6.2. Pengaruh <i>Overall Perceived Service Quality</i> terhadap <i>Behavioral Intention</i>	81
4.3.2.6.3. Pengaruh <i>Patient Satisfaction</i> terhadap <i>Behavioral</i> <i>Intention</i>	81
4.3.2.6.4. <i>Patient Satisfaction</i> memediasi <i>Overall Perceived Service</i> <i>Quality</i> terhadap <i>Behavioral Intention</i>	82
4.3.2.6.5. Perbedaan Jenis Kelamin (<i>Sex</i>) memoderasi hubungan <i>Overall Perceived Service Quality</i> , <i>Patient Satisfaction</i> , dan <i>Behavioral Intention</i>	83

4.3.2.6.6. <i>Cultural Value</i> memoderasi hubungan <i>Overall Perceived Service Quality</i> dan <i>Patient Satisfaction</i>	87
4.3.4. <i>Advanced Analysis</i>	88
4.3.4.1. Analisis <i>Importance-Perfomance Map</i> (IPMA)	89
4.3.2.7.1. Analisis <i>Importance-Perfomance Map</i> (IPMA) <i>first stage</i>	90
4.3.2.7.2. Analisis <i>Importance-Perfomance Map</i> (IPMA) <i>second stage</i>	91
4.3.4.2. Analisis PLS-Prediction-Oriented Segmentation (PLS POS)	93
4.4. Pembahasan.....	96
BAB V KESIMPULAN DAN SARAN	101
5.1. Kesimpulan.....	101
5.2. Implikasi <i>Theoretical</i>	103
5.3. Implikasi Manajerial.....	105
5.4. Keterbatasan dan Saran bagi Penelitian Selanjutnya	107
DAFTAR PUSTAKA.....	109
Lampiran 1 Kuesioner.....	116
Lampiran 2 Hasil Turnitin	122

DAFTAR TABEL

Tabel 1.1 Hasil Wawancara Pasien Griya Sehat XYZ Agustus 2023	3
Tabel 1.2 Jumlah Kunjungan Pasien Griya Sehat XYZ Tahun 2022	4
Tabel 3.1 Definisi Konseptual dan Operasionalisasi Variabel	31
Tabel 4.1 Profil Demografi Responden.....	44
Tabel 4.2 Profil Pasien Griya Sehat XYZ	46
Tabel 4.3 Kategori Jawaban Responden	48
Tabel 4.4 Deskripsi Variabel Independen.....	49
Tabel 4.5 Deskripsi Variabel Mediasi	54
Tabel 4.6 Deskripsi Variabel Dependen	54
Tabel 4.7 Deskripsi Variabel Moderasi	55
Tabel 4.8 Nilai <i>Outer Loading</i> LOC	60
Tabel 4.9 Nilai <i>Construct Reliability</i> LOC	61
Tabel 4.10 Nilai <i>Construct Validity</i> LOC.....	62
Tabel 4.11 Nilai <i>Discriminant Validity</i> LOC.....	63
Tabel 4.12 Nilai <i>Outer Loading</i> HOC.....	66
Tabel 4.13 Nilai <i>Construct Reliability</i> HOC	67
Tabel 4.14 Nilai <i>Construct Validity</i> HOC	68
Tabel 4.15 Nilai <i>Discriminant Validity</i>	69
Tabel 4.16 Nilai <i>Variance Inflation Factor</i>	72
Tabel 4.17 Nilai <i>R-square</i> (R^2).....	73
Tabel 4.18 Nilai <i>f-square</i>	74
Tabel 4.19 Nilai <i>Q-squared</i> ($Q^2_{predict}$).....	76
Tabel 4.20 Hasil CVPAT	77
Tabel 4.21 Hasil Uji Hipotesis	79
Tabel 4.22 <i>First stage</i> IPMA Indicators	90
Tabel 4.23 <i>Second Stage</i> IPMA Indicators	92
Tabel 4.24 PLS POS.....	94

DAFTAR GAMBAR

Gambar 2.1 Kerangka <i>hospital service quality</i> dan <i>patient satisfaction</i>	15
Gambar 2.2 Kerangka Konseptual Penelitian	27
Gambar 3.1 Hasil Perhitungan Jumlah Sampel dengan <i>Power Analysis</i>	35
Gambar 4.1 Hasil <i>Outer Model</i> LOC	58
Gambar 4.2 Hasil <i>Outer Model</i> HOC	64
Gambar 4.3 Hasil <i>Inner Model – Boostrapping</i>	71
Gambar 4.4 <i>Simple Slope Analysis</i> moderasi <i>sex</i> pada hubungan <i>overall perceived service quality</i> terhadap <i>patient satisfaction</i>	85
Gambar 4.5 <i>Simple Slope Analysis</i> moderasi <i>sex</i> pada hubungan <i>patient satisfaction</i> terhadap <i>behavioral intention</i>	86
Gambar 4.6 <i>Simple Slope Analysis</i> moderasi <i>cultural value</i> pada hubungan <i>overall perceived service quality</i> terhadap <i>patient satisfaction</i>	88
Gambar 4.7 IPMA <i>first stage</i>	91
Gambar 4.8 IPMA <i>second stage</i>	92
Gambar 4.8 PLS-POS Segmen 1	95
Gambar 4.9 PLS-POS Segmen 2	96
Gambar 4.10 Model Hasil.....	98

