ABSTRAK

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PENGARUH *OVERALL SERVICE QUALITY* TERHADAP *TEACHING HOSPITAL REPUTATION* DENGAN MEDIASI *DENTAL PATIENT SATISFACTION* YANG DIMODERASI *ELECTRONIC WORD-OF-MOUTH* (STUDI PADA RUMAH SAKIT GIGI DAN MULUT PENDIDIKAN XYZ DI JAKARTA)
(111 hal + 28 tabel + 8 gambar)

Penelitian ini dilakukan dengan tujuan untuk menguji dan menganalisis pengaruh dari *overall service quality* terhadap *teaching hospital reputation* dengan mediasi *dental patient satisfaction* yang dimoderasi oleh *electronic word-of-mouth* (EWOM) pada rumah sakit gigi dan mulut pendidikan XYZ di Jakarta. Penelitian ini dilakukan secara survei kuantitatif pada responden yang merupakan pasien yang menerima pelayanan terkait kesehatan gigi. Data sampel diperoleh secara *cross-sectional* dengan *purposive sampling,* dimana 123 responden memenuhi syarat. Analisis data dengan *partial least square structural equation model* (PLS-SEM). *Overall service quality* diukur sebagai *high order construct* (HOC) dengan 4 dimensi quality sebagai *low order construct* (LOC). Uji dimensi dilakukan dengan pendekatan baru yaitu *disjoint two stage approach.* Hasil penelitian menunjukan bahwa *overall service quality* dapat diukur secara multidimensi secara adekuat oleh ke-4 dimensi *reflective*-nya yaitu *technical quality, procedural quality, interactional quality* dan *personnel quality.* Hasil pada penelitian ini menunjukkan bahwa *overall service quality* (HOC) memiliki pengaruh signifikan dan positif terhadap *teaching hospital reputation* (p-value<0,05;β=0,785), dan pada *dental patient satisfaction* menunjukan pengaruh yang lebih besar (β=0,947). *Dental patient satisfaction* dapat mediasi pengaruh dari *overall service quality* terhadap *teaching hospital reputation* pada rumah sakit pendidikan XYZ Jakarta. EWOM dapat memperkuat secara signifikan pengaruh dari *dental patient satisfaction* terhadap *teaching hospital reputation.* Sedangkan EWOM tidak dapat memoderasi secara signifikan pengaruh dari *overall service quality.* Model penelitian ini menghasilkan nilai R^2 sebesar 0,933 yang tergolong *strong explanatory power* sehingga dapat di rekomendasikan untuk penelitian selanjutnya.

Kata Kunci : *Overall service quality, high order construct* (HOC), *dental patient satisfaction, hospital reputation, teaching*
69 Referensi (1991-2024)

ABSTRACT

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THE EFFECT OF OVERALL SERVICE QUALITY ON TEACHING HOSPITAL REPUTATION WITH THE MEDIATION OF DENTAL PATIENT SATISFACTION WHICH IS MODERATED BY ELECTRONIC WORD-OF-MOUTH (STUDY AT XYZ DENTAL AND ORAL EDUCATIONAL HOSPITAL IN JAKARTA)
(111 pages + 28 tables + 8 figures)

This research was conducted with the aim of testing and analyzing the influence of overall service quality on teaching hospital reputation with the mediation of dental patient satisfaction moderated by electronic word-of-mouth (EWOM) at the XYZ educational dental and oral hospital in Jakarta. This research was conducted as a quantitative survey on respondents who were patients who received services related to dental health. Sample data was obtained cross-sectionally with purposive sampling, where 123 respondents met the requirements. Data analysis with partial least squares structural equation model (PLS-SEM). Overall service quality is measured as a high order construct (HOC) with 4 quality dimensions as a low order construct (LOC). The dimensional test was carried out with a new approach, namely the disjoint two stage approach. The research results show that overall service quality can be adequately measured multidimensionally by the four reflective dimensions, namely technical quality, procedural quality, interactional quality and personnel quality. The results of this study show that overall service quality (HOC) has a significant and positive influence on teaching hospital reputation (p-value<0,05; β=0,785), and dental patient satisfaction shows a greater influence (β=0,947). Dental patient satisfaction can mediate the influence of overall service quality on teaching hospital reputation at XYZ Jakarta educational hospital. EWOM can significantly strengthen the influence of dental patient satisfaction on teaching hospital reputation. Meanwhile, EWOM cannot significantly moderate the influence of overall service quality. This research model produces an R2 value of 0,933 which is classified as strong explanatory power so it can be recommended for further research.

Keyword*s: Overall service quality, high order construct* (HOC), *dental patient satisfaction, hospital reputation, teaching*
69 References (1991-2024)