

ABSTRAK

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PENGARUH *PATIENT EXPERIENCE* PADA *PATIENT LOYALTY* DENGAN DIMEDIASI *OUTCOME QUALITY* SERTA *TRUSTWORTHINESS* (STUDI PADA KLINIK SWASTA XYZ DI BATAM)
(xv + 101 Halaman + 10 Gambar + 24 Tabel + 2 Lampiran)

Penelitian ini menganalisis pengaruh *patient experience* terhadap *patient loyalty*, dengan *trustworthiness* dan *outcome quality* sebagai variabel mediasi. Penelitian survei dilakukan di Klinik XYZ di Batam, melibatkan 117 pasien yang mengunjungi klinik antara bulan Oktober dan Desember 2023. Data dikumpulkan dengan instrumen kuesioner yang dimodifikasi dari GS-PEQ (*Generic Short-Patient Experience Questionnaire*) dengan *purposive sampling* dan dianalisis menggunakan *Partial Least Squares Structural Equation Modeling (PLS-SEM)* melalui perangkat lunak SmartPLS4®. Sepuluh hipotesis diuji untuk memeriksa pengaruh antara *patient experience*, *trustworthiness*, *outcome quality*, dan *patient loyalty*. Studi ini menunjukkan bahwa *patient experience* memiliki pengaruh positif dan signifikan pada *trustworthiness*, yang memediasi *patient loyalty*. Selain itu, *outcome quality* ditemukan memediasi pengaruh secara positif dan signifikan antara *patient experience* dan *trustworthiness* tetapi tidak secara signifikan memediasi pengaruh antara *patient experience* dan *patient loyalty*. Studi ini menekankan pentingnya *patient experience* dalam klinik dan menyarankan bahwa peningkatan dalam kualitas pelayanan dan *trustworthiness* sangatlah penting untuk membangun *patient loyalty*. Kesimpulan dari studi ini memberikan *insight* yang dapat diimplementasikan oleh klinik untuk fokus pada penilaian dan peningkatan berkelanjutan dari *patient experience*, komunikasi yang efektif, dan membangun *trustworthiness* untuk mencapai keunggulan kompetitif melalui manajemen *patient loyalty*.

Referensi : 130 (1988-2024)

Kata kunci: *Patient Experience, Patient Loyalty, Trustworthiness, Outcome Quality, Klinik, Manajemen Kesehatan.*

ABSTRACT

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THE INFLUENCE OF PATIENT EXPERIENCE ON PATIENT LOYALTY WITH MEDIATION OF OUTCOME QUALITY AND TRUSTWORTHINESS (A STUDY ON PRIVATE CLINIC XYZ IN BATAM)

(xv + 101 pages + 10 figures + 24 tables + 2 Appendices)

This study investigates the impact of patient experience on patient loyalty, with trustworthiness and outcome quality as mediators. A survey study was conducted at private XYZ clinic in Batam, involving 117 patients who visited the clinic between October and December 2023. Data were collected using questionnaire with a modified version of the GS-PEQ (Generic Short-Patient Experience Questionnaire) and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS4® software. Ten hypotheses were tested to examine the relationships between patient experience, trustworthiness, outcome quality, and patient loyalty. The findings shows that patient experience has significant and positive influence on trustworthiness, which mediates its relationship with patient loyalty. Additionally, outcome quality was found to mediate the relationship between patient experience and trustworthiness but did not significantly mediate the relationship between patient experience and patient loyalty. This study suggests that enhancing patient experience and trustworthiness in clinics is crucial for fostering patient loyalty. The study's conclusions shows actionable insights for clinics to focus on continuous assessment and improvement of patient experience, effective communication, and building trust to ensure competitive advantages by managing patient loyalty.

References : 130 (1988-2024)

Keywords: *Patient Experience, Patient Loyalty, Trustworthiness, Outcome Quality, Private Clinics, Healthcare Management.*