

DAFTAR ISI

| | Halaman |
|--|----------------|
| JUDUL | i |
| PERNYATAAN KEASLIAN KARYA TUGAS AKHIR | ii |
| PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR | iii |
| PERSETUJUAN TIM PENGUJI TUGAS AKHIR | iv |
| PERNYATAAN KEASLIAN DAN UNGGAH TUGAS AKHIR | v |
| <i>ABSTRACT</i> | vi |
| ABSTRAK | vii |
| KATA PENGANTAR | viii |
| DAFTAR ISI | ix |
| DAFTAR TABEL | xi |
| DAFTAR GAMBAR | xiii |
| DAFTAR LAMPIRAN | xiv |
| BAB I PENDAHULUAN..... | 1 |
| 1.1. Latar Belakang Masalah..... | 1 |
| 1.2. Pertanyaan Penelitian..... | 13 |
| 1.3. Tujuan Penelitian | 14 |
| 1.3.1. Tujuan Umum | 14 |
| 1.3.2. Tujuan Khusus..... | 14 |
| 1.4. Manfaat Penelitian..... | 15 |
| 1.4.1. Manfaat Teoretis..... | 15 |
| 1.4.2. Manfaat Praktis..... | 15 |
| 1.5. Sistematika Penelitian..... | 15 |
| BAB II TINJAAAN PUSTAKA | 17 |
| 2.1. Dasar Teori..... | 17 |
| 2.1.1. Rumah Sakit..... | 18 |
| 2.1.2. <i>Patient Loyalty</i> | 20 |
| 2.1.3. <i>Marketing Mix</i> | 25 |
| 2.1.4. <i>Hospital Brand Image</i> | 31 |
| 2.1.5. <i>Patient Satisfaction</i> | 35 |

| | |
|---|-----------|
| 2.2. Penelitian Terdahulu | 39 |
| 2.3. Pengembangan Hipotesis | 45 |
| 2.3.1. Kaitan <i>Marketing Mix</i> terhadap <i>Patient Loyalty</i> | 45 |
| 2.3.2. Kaitan <i>Hospital Brand Image</i> terhadap <i>Patient Loyalty</i> | 46 |
| 2.3.3. Kaitan <i>Patient Satisfaction</i> terhadap <i>Patient Loyalty</i> | 47 |
| 2.3.4. Kaitan <i>Marketing Mix</i> terhadap <i>Patient Satisfaction</i> | 48 |
| 2.3.5. Kaitan <i>Hospital Brand Image</i> terhadap <i>Patient</i> <i>Satisfaction</i> | 49 |
| 2.3.6. Kaitan <i>Marketing Mix</i> terhadap <i>Patient Loyalty</i> yang dimediasi oleh <i>Patient Satisfaction</i> | 49 |
| 2.3.7. Kaitan <i>Hospital Brand Image</i> terhadap <i>Patient</i> <i>Loyalty</i> yang dimediasi oleh <i>Patient Satisfaction</i> | 51 |
| 2.4. Model Penelitian..... | 52 |
| BAB III METODOLOGI PENELITIAN | 55 |
| 3.1. Objek Penelitian | 55 |
| 3.2. Unit Analisis..... | 56 |
| 3.3. Tipe Penelitian..... | 57 |
| 3.4. Pengukuran Variabel Penelitian | 58 |
| 3.4.1. Skala Pengukuran Variabel..... | 59 |
| 3.4.2. Definisi Konseptual dan Operasionalisasi Variabel | 59 |
| 3.5. Populasi dan Sampel | 64 |
| 3.5.1. Populasi penelitian..... | 64 |
| 3.5.2. Metode Pengambilan Sampel..... | 67 |
| 3.6. Metode Pengumpulan Data | 68 |
| 3.6.1. Data Primer | 68 |
| 3.6.2. Data Sekunder | 69 |
| 3.7. Metode Analisis Data..... | 69 |
| 3.7.1. Analisis Model pada PLS-SEM | 70 |
| 3.7.1.1. Outer Model..... | 71 |
| 3.7.1.2. Inner Model..... | 71 |
| BAB IV HASIL DAN PEMBAHASAN | 73 |
| 4.1. Profil Demografi Responden..... | 73 |

| | |
|--|------------|
| 4.2. Analisis Deskriptif..... | 75 |
| 4.2.1. Variabel <i>Marketing mix</i> | 76 |
| 4.2.2. Variabel <i>Hospital brand image</i> | 81 |
| 4.2.3. Variabel <i>Patient satisfaction</i> | 82 |
| 4.2.4. Variabel <i>Patient loyalty</i> | 83 |
| 4.3. Hasil Analisis data | 84 |
| 4.3.1. Outer Model | 85 |
| 4.3.1.1. Outer Loading | 88 |
| 4.3.1.2. <i>Construct Reliability</i> | 89 |
| 4.3.1.3. <i>Construct Validity</i> | 90 |
| 4.3.1.4. <i>Discriminant Validity</i> | 91 |
| 4.3.2. Inner Model..... | 92 |
| 4.3.2.1. Pengujian Multikolinearitas..... | 93 |
| 4.3.2.2. Koefisien Determinan (R-Squared)..... | 94 |
| 4.3.2.3. Effect Size (f-Squared)..... | 95 |
| 4.3.2.4. Predictive Relevance (Q-Squared)..... | 96 |
| 4.4. Hasil Uji Hipotesis Langsung, Mediasi dan Koefisien | 97 |
| 4.5. Analisis <i>Importance –Performance</i> | 100 |
| BAB V KESIMPULAN DAN SARAN | 109 |
| 5.1. Kesimpulan Penelitian | 109 |
| 5.2. Implikasi Manajerial | 111 |
| 5.3. Keterbatasan dan Saran bagi Penelitian Berikutnya..... | 115 |
| DAFTAR PUSTAKA | 117 |
| LAMPIRAN | 124 |

DAFTAR TABEL

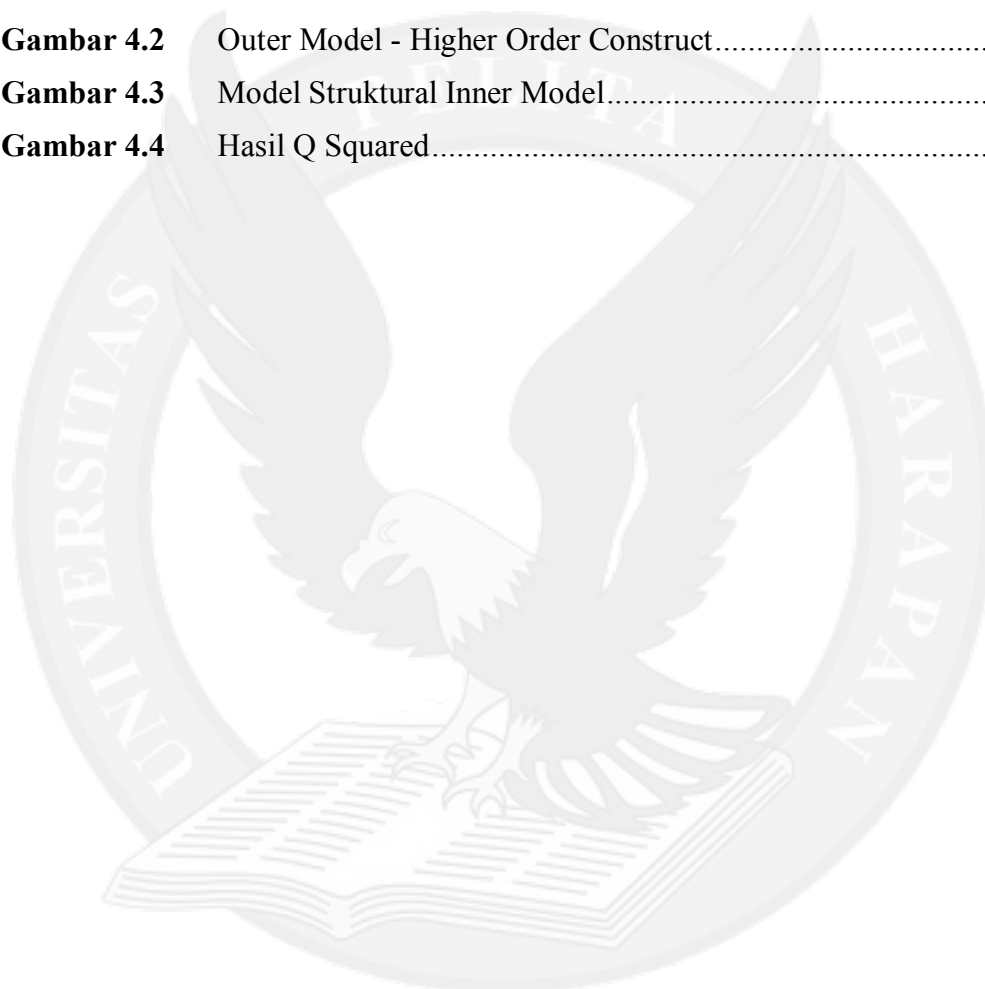
| | Halaman |
|--|----------------|
| Tabel 1.1 Kunjungan Rawat Jalan RSIA XYZ..... | 8 |
| Tabel 1.1 Jumlah pasien post-partum RSIA XYZ tahun 2023 | 10 |
| Tabel 2.1 Hasil Penelitian Terdahulu..... | 39 |
| Tabel 3.1 Definisi Konseptual dan Operasionalisasi Variabel | 60 |
| Tabel 4.1. Profil Demografi Responden..... | 75 |
| Tabel 4.2. Kategori Jawaban Responden | 78 |
| Tabel 4.3. Deskripsi Dimensi Product | 79 |
| Tabel 4.4. Deskripsi Dimensi Price | 79 |
| Tabel 4.5. Deskripsi Dimensi Place | 80 |
| Tabel 4.6. Deskripsi Dimensi Promotion | 80 |
| Tabel 4.7. Deskripsi Dimensi People | 81 |
| Tabel 4.8. Deskripsi Dimensi Physical Evidence | 82 |
| Tabel 4.9. Deskripsi Dimensi Proses | 82 |
| Tabel 4.10. Deskripsi Dimensi <i>Hospital brand image</i> | 83 |
| Tabel 4.11. Deskripsi Dimensi <i>Patient satisfaction</i> | 84 |
| Tabel 4.12. Deskripsi Dimensi <i>Patient loyalty</i> | 85 |
| Tabel 4.13. Validity & Reliability LOC (lower order construct) | 87 |
| Tabel 4.14. Validity & Reliability HOC (higher order construct)..... | 89 |
| Tabel 4.15. Hasil Outer Loading Penelitian Aktual..... | 90 |
| Tabel 4.16. Pengujian Reliabilitas | 91 |
| Tabel 4.17. Pengujian Validitas Diskriminan..... | 91 |
| Tabel 4.18. Fornell-Larcker Criterion antara Variabel | 92 |
| Tabel 4.19. Diskriminan Validity Heterotrait – Monotrait Rasio (HTMT) | 93 |
| Tabel 4.20. VIF..... | 95 |
| Tabel 4.21. VIF Inner..... | 95 |
| Tabel 4.22. Nilai R-Square..... | 96 |
| Tabel 4.23. Nilai F-Squared | 97 |
| Tabel 4.24. Hasil Q Squared..... | 98 |
| Tabel 4.25. Analisis Pengaruh Langsung..... | 100 |
| Tabel 4.26. Nilai <i>Specific Indirect Effect</i> | 102 |

| | |
|--|-----|
| Tabel 4.27. Nilai <i>Importance</i> dan <i>Performance</i> Konstruk..... | 103 |
| Tabel 4.28. Nilai <i>Importance</i> dan <i>Performance</i> Indikator..... | 105 |



DAFTAR GAMBAR

| | Halaman |
|--|----------------|
| Gambar 1.1 Perkembangan jumlah rumah sakit di Indonesia..... | 6 |
| Gambar 1.1 Jumlah Rumah Sakit di Provinsi Riau | 6 |
| Gambar 2.1 Kerangka Konseptual Penelitian Sekarang | 52 |
| Gambar 3.1 Perhitungan Jumlah Sampel Minimum dengan <i>Power Analysis</i> | 66 |
| Gambar 4.1 Outer Model - Lower Order Construct | 87 |
| Gambar 4.2 Outer Model - Higher Order Construct..... | 89 |
| Gambar 4.3 Model Struktural Inner Model..... | 94 |
| Gambar 4.4 Hasil Q Squared..... | 98 |



DAFTAR LAMPIRAN

| | Halaman |
|---|----------------|
| Lampiran 1. Kuesioner Penelitian | 127 |
| Lampiran 2. Data Aktual..... | 133 |
| Lampiran 3. Surat Keterangan Riset..... | 168 |
| Lampiran 4. Daftar Riwayat Hidup | 169 |
| Lampiran Surat Perizinan Penelitian | A-1 |
| Lampiran Kaji Etik | A-2 |
| Lampiran Kuesioner Digital (<i>Google Form</i>) | A-3 |
| Lampiran Kuesioner | A-4 |
| Lampiran Hasil Uji Turnitin | A-5 |
| Lampiran <i>Letter of Acceptance</i> | A-10 |

