# ABSTRAK

**Ryan Austin (NPM: 01615220051)**

**Anteseden dari Kepuasan Pasien pada Pelayanan Farmasi Rawat Jalan dan Dampaknya Terhadap *Patient Well-Being* Serta *Hospital Image* (Studi Empiris Pada Rumah Sakit XYZ di Bangka Selatan)**
(xvii + 174 Halaman + 21 Tabel + 11 Gambar + 4 Lampiran)

Tujuan penelitian ini adalah menguji pengaruh kepuasan pasien pelayanan farmasi rawat jalan terhadap kesejahteraan pasien dan citra rumah sakit. Lima variabel independen yaitu *pharmacy location, service time, pharmacist attitude, medication supply*, dan *medication teaching* berhubungan dengan *patient satisfaction* dan *patient well-being* sebagai variabel mediasi terhadap *hospital image*. Penelitian menggunakan survei *cross-sectional* dengan kuisioner yang dimodifikasi dari Khudair & Raza, 2013, dan dianalisis menggunakan PLS-SEM. Data dari 115 responden (Januari-Februari 2024).

Temuan menunjukkan *pharmacy location* berpengaruh negatif terhadap kepuasan pasien, sementara *service time, pharmacist attitude*, dan *medication teaching* berpengaruh positif signifikan. *Medication supply* tidak berdampak signifikan. Kepuasan pasien berpengaruh positif signifikan terhadap citra rumah sakit dan kesejahteraan pasien. Kesejahteraan pasien juga berpengaruh positif signifikan terhadap citra rumah sakit. Mediasi parsial terjadi pada *service time* dan *medication teaching* terhadap citra rumah sakit, namun tidak ada efek mediasi pada *pharmacy location, pharmacist attitude*, dan *medication supply*. Model penelitian ini memiliki kemampuan eksplanatori dan prediksi memadai, memberikan saran bagi manajemen rumah sakit.

**Referensi**: 104 (1985-2024)

**Kata kunci:** *Patient satisfaction, pharmacy services, patient well-being, hospital image*.

# ABSTRACT

**Ryan Austin (NPM: 01615220051)**

**Antecedents of Patient Satisfaction with Outpatient Pharmacy Services and Its Impact on Patient Well-Being and Hospital Image (Study at XYZ Hospital in South Bangka)**
(xvii + 174 Pages + 21 Tables + 11 Figures + 4 Appendices)

The aim of this study is to examine the influence of patient satisfaction with outpatient pharmacy services on patient well-being and hospital image. Five independent variables represent patient satisfaction: pharmacy location, service time, pharmacist attitude, medication supply, and medication teaching. These relate to the mediation variables patient satisfaction and patient well-being, which mediate the relationship with hospital image. A survey with cross-sectional data, using a questionnaire modified from Khudair & Raza (2013), and analyzed with PLS-SEM, was conducted from January to February 2024, yielding 115 respondents.

Findings show that pharmacy location negatively impacts patient satisfaction, while service time, pharmacist attitude, and medication teaching positively and significantly impact patient satisfaction. Medication supply has no positive effect. Patient satisfaction positively and significantly impacts hospital image and patient well-being. Patient well-being also positively and significantly impacts hospital image. Partial mediation was found for service time and medication teaching on hospital image ($p$-value $< 0.05$), but no mediation effect for pharmacy location, pharmacist attitude, and medication supply. This model has adequate explanatory and predictive capabilities, providing recommendations for hospital management to maintain sustainability.

**References:** 104 (1985-2024)

**Keywords:** Patient satisfaction, pharmacy services, patient well-being, hospital image.