

ABSTRACT

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THE INFLUENCE OF SERVICE QUALITY, WORD OF MOUTH, AND PATIENT-DOCTOR TRUST ON RETURN INTENTIONS MEDIATED BY PATIENT SATISFACTION IN PRIMAYA SOROWAKO HOSPITAL PATIENTS

This research was conducted to determine the influence of service quality, word of mouth, patient-physician trust on revisit intention which is mediated by patient satisfaction in Primaya Sorowako Hospital patients. This research is quantitative and was conducted cross-sectionally. The total sample was 119 patients. The sample was selected using non-probability sampling, namely purposive sampling. Research data was taken using Google form media with five answer choices. The data analysis method uses PLS-SEM. The results of this study found that service quality had no effect on revisit intention. Word of mouth has a positive effect on revisit intention. Patient physician trust has no effect on revisit intention. Patient satisfaction has a positive effect on revisit intention. Service quality has a positive effect on patient satisfaction. Word of mouth has a positive effect on patient satisfaction. Patient physician trust has no effect on patient satisfaction. Patient satisfaction fully mediates the positive influence of service quality on revisit intention. Patient satisfaction partially mediates the positive influence of word of mouth on revisit intention. Patient satisfaction does not mediate the influence of patient physician trust on revisit intention. The hospital can increase revisit intention by making patients feel satisfied through the various services provided at the hospital, longer consultation times, faster waiting hours, more attention given by hospital staff. Suggestions for further research could be expanded to several other hospitals in the Sorowako area and surrounding areas. Further research can also add other factors that cause high and low patient revisit intention, such as price perceptions and hospital image.

keywords:

revisit intention, patient satisfaction, service quality, patient-physician trust, word of mouth

ABSTRAK

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PENGARUH *SERVICE QUALITY*, *WORD OF MOUTH*, *PATIENT-PHYSICIAN TRUST* TERHADAP *REVISIT INTENTION* DIMEDIASI OLEH *PATIENT SATISFACTION* PADA PASIEN RUMAH SAKIT PRIMAYA SOROWAKO

Penelitian ini dilakukan untuk mengetahui pengaruh *service quality*, *word of mouth*, *patient-physician trust* terhadap *revisit intention* yang dimediasi oleh *patient satisfaction* pada pasien Rumah Sakit Primaya Sorowako. Penelitian ini bersifat kuantitatif dan dilakukan secara *cross sectional*. Jumlah sampel sebanyak 119 pasien. Sampel dipilih dengan menggunakan non probabilitas sampling yaitu *purposive sampling*. Data penelitian diambil menggunakan media *google form* dengan lima pilihan jawaban. Metode analisis data menggunakan *PLS-SEM*. Hasil penelitian ini menemukan bahwa *service quality* tidak berpengaruh terhadap *revisit intention*. *Word of mouth* berpengaruh positif terhadap *revisit intention*. *Patient physician trust* tidak berpengaruh terhadap *revisit intention*. *Patient satisfaction* berpengaruh positif terhadap *revisit intention*. *Service quality* berpengaruh positif terhadap *patient satisfaction*. *Word of mouth* berpengaruh positif terhadap *patient satisfaction*. *Patient physician trust* tidak berpengaruh terhadap *patient satisfaction*. *Patient satisfaction* memediasi secara penuh pengaruh positif *service quality* terhadap *revisit intention*. *Patient satisfaction* memediasi secara sebagian pengaruh positif *word of mouth* terhadap *revisit intention*. *Patient satisfaction* tidak memediasi pengaruh *patient physician trust* terhadap *revisit intention*. Pihak rumah sakit dapat meningkatkan *revisit intention* dengan membuat pasien merasa puas melalui berbagai pelayanan yang disediakan di rumah sakit, lamanya waktu konsultasi, jam tunggu yang lebih cepat, perhatian lebih yang diberikan oleh petugas rumah sakit. Saran untuk penelitian selanjutnya dapat diperluas dengan beberapa rumah sakit lainnya di wilayah Sorowako dan sekitarnya. Penelitian selanjutnya juga dapat ditambahkan faktor-faktor lain yang menyebabkan tinggi rendahnya *revisit intention* pasien seperti persepsi harga dan citra rumah sakit.

kata kunci:

revisit intention, *patient satisfaction*, *service quality*, *patient-physician trust*, *word of mouth*