

ABSTRAK

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(xv + 131 Halaman + 7 Gambar + 22 Tabel + 6 Lampiran)

ANTESEDEN DARI *CLINICIAN EXPERIENCE* SERTA DAMPAKNYA TERHADAP *CONTINUOUS USAGE INTENTION* DIMEDIASI OLEH *BRAND BENEVOLENCE* DAN *BRAND COMPETENCE* (STUDI KASUS DI RUMAH SAKIT SWASTA)

Penelitian ini menganalisis pengaruh *clinician experience* terhadap *continuous usage intention* di rumah sakit swasta dengan lima variabel independen: *epistemic value*, *functional value*, *innovative value*, *social value*, dan *economic value*. Variabel mediasi mencakup *clinician experience*, *brand benevolence*, dan *brand competence*, sedangkan variabel dependen adalah *continuous usage intention*. Metode survei digunakan dengan kuesioner terstruktur, melibatkan 147 klinisi yang diperoleh melalui *purposive sampling*. Data dianalisis menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa semua hipotesis memiliki pengaruh signifikan dan positif. *Economic value* memberikan pengaruh terbesar terhadap *clinician experience*, diikuti oleh *epistemic value*. Variabel mediasi juga terbukti signifikan dalam menjembatani hubungan antara variabel independen dan *continuous usage intention*. Model penelitian memiliki kemampuan eksplanatori dan prediktif yang memadai untuk menjelaskan faktor-faktor yang memengaruhi *continuous usage intention*. Penelitian ini memberikan kontribusi praktis berupa strategi pemasaran berbasis nilai ekonomis dan epistemis yang relevan bagi klinisi, serta peningkatan pengalaman klinis melalui inovasi produk dan penguatan merek.

Kata Kunci: *Epistemic value*, *Functional value*, *Innovation value*, *Social value*, *Economic value*, *clinician experience*, *brand competence*, *brand benevolence* dan *continuous usage intention*

ABSTRACT

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ANTECEDENTS OF CLINICIAN EXPERIENCE AND ITS IMPACT ON CONTINUOUS USAGE INTENTION MEDIATED BY BRAND BENEVOLENCE AND BRAND COMPETENCE (CASE STUDY IN A PRIVATE HOSPITAL)

This study analyzes the influence of clinician experience on continuous usage intention in private hospitals, incorporating five independent variables: epistemic value, functional value, innovative value, social value, and economic value. The mediating variables include clinician experience, brand benevolence, and brand competence, while the dependent variable is continuous usage intention. A survey method was employed using a structured questionnaire, involving 147 clinicians selected through purposive sampling. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that all hypotheses are significant and positively correlated. Economic value has the strongest influence on clinician experience, followed by epistemic value. The mediating variables also significantly bridge the relationship between independent variables and continuous usage intention. The research model demonstrates adequate explanatory and predictive power in explaining the factors influencing continuous usage intention. This study provides practical insights by suggesting marketing strategies that emphasize economic and epistemic value for clinicians, alongside improving clinical experience through product innovation and brand reinforcement.

Keywords: *Epistemic value, Functional value, Innovation value, Social value, Economic value, clinician experience, brand competence, brand benevolence dan continuous usage intention*