

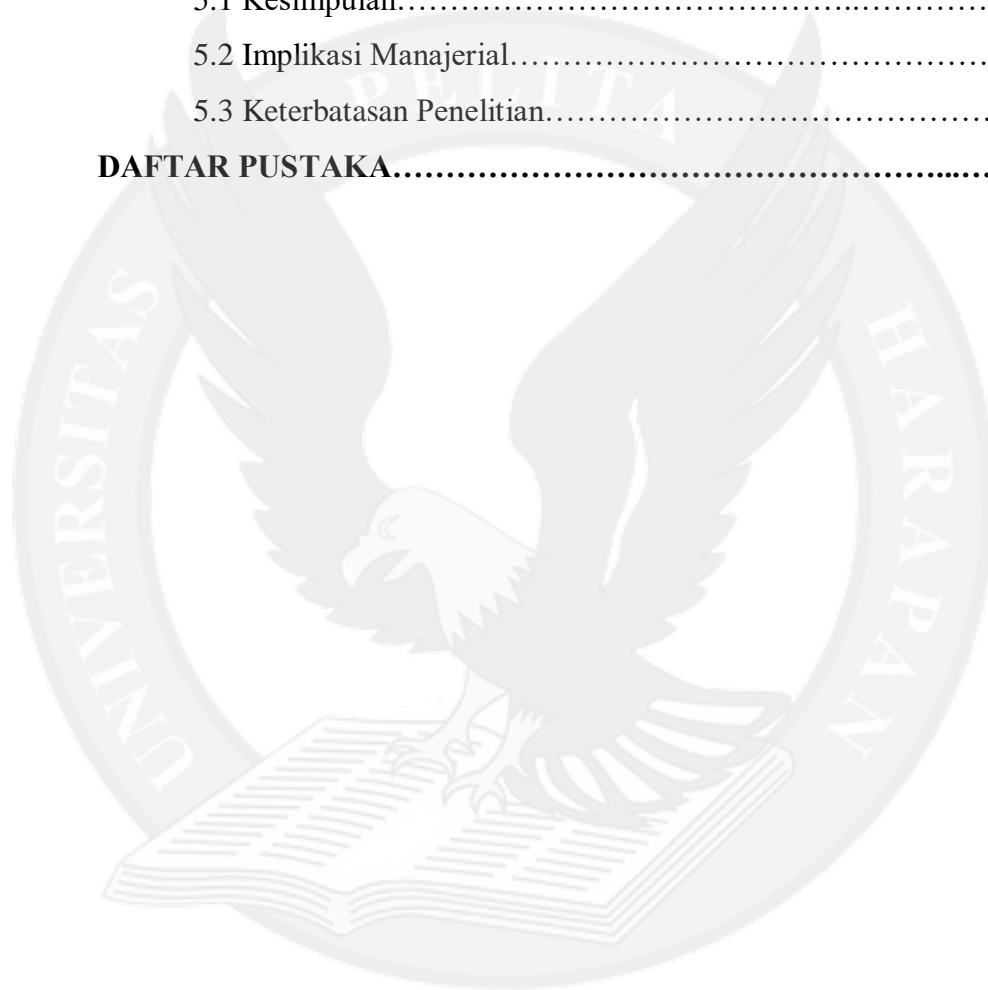
## DAFTAR ISI

<b>HALAMAN JUDUL.....</b>	<b>i</b>
<b>PERNYATAAN KEASLIAN KARYA TUGAS AKHIR.....</b>	<b>ii</b>
<b>PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR.....</b>	<b>iii</b>
<b>PERSETUJUAN TIM PENGUJI TUGAS AKHIR.....</b>	<b>iv</b>
<b>PERNYATAAN DAN PERSETUJUAN TUGAS AKHIR.....</b>	<b>v</b>
<b>ABSTRAK.....</b>	<b>vi</b>
<b>KATA PENGANTAR.....</b>	<b>viii</b>
<b>DAFTAR ISI.....</b>	<b>x</b>
<b>DAFTAR TABEL.....</b>	<b>xiv</b>
<b>DAFTAR GAMBAR.....</b>	<b>xvi</b>
<b>DAFTAR LAMPIRAN.....</b>	<b>xvii</b>
<b>BAB I PENDAHULUAN.....</b>	<b>1</b>
1.1 Latar Belakang.....	1
1.2 Perumusan Masalah.....	13
1.3 Tujuan dan Kegunaan Penelitian.....	15
1.4 Pertanyaan Penelitian.....	16
1.5 Sistematika Penulisan.....	17
<b>BAB II TINJAUAN PUSTAKA.....</b>	<b>19</b>
2.1 <i>Word Of Mouth</i> .....	19
2.2 <i>Patient Satisfaction</i> .....	22
2.3 <i>Service Quality</i> .....	26
2.4 <i>Patient Experience</i> .....	27
2.5 Hubungan Antara Variabel.....	29
2.5.1 Hubungan <i>Service Quality</i> dengan <i>Patient Satisfaction</i> .....	29
2.5.2 Hubungan <i>Patient Experience</i> dengan <i>Patient Satisfaction</i> .....	29
2.5.3 Hubungan <i>Service Quality</i> dengan <i>Word Of Mouth</i> .....	30

2.5.4 Hubungan <i>Patient Experience</i> dengan <i>Word Of Mouth</i> .....	31
2.5.5 Hubungan <i>Patient Satisfaction</i> dengan <i>Word Of Mouth</i> .....	31
2.6 Kerangka Konseptual.....	32
<b>BAB III METODOLOGI PENELITIAN.....</b>	<b>33</b>
3.1 Objek Penelitian.....	33
3.2 Unit Analisis.....	34
3.3 Tipe Penelitian.....	35
3.4 Operasional Variabel Penelitian.....	36
3.5 Definisi Konseptual dan Operasional Variabel.....	37
3.6 Populasi dan Sampel.....	44
3.6.1 Penentuan Jumlah Sampel.....	45
3.6.2 Metode Pengambilan Sampel.....	46
3.7 Metode Pengumpulan Data.....	47
3.7.1 Data Primer.....	47
3.7.2 Data Sekunder.....	48
3.8 Metode Analisis Data.....	48
3.8.1 Model Dalam PLS-SEM.....	50
3.8.2 Uji <i>Measurment Model (Outer Model)</i> .....	50
3.8.3 Uji <i>Structural Model (Inner Model)</i> .....	51
<b>BAB IV HASIL DAN PEMBAHASAN.....</b>	<b>54</b>
4.1 Profil Responden.....	54
4.2 Analisis Deskriptif Responden.....	55
4.2.1 Variabel <i>Service Quality</i> .....	56
4.2.1.1 Dimensi <i>Tangible</i> dari Variabel <i>Service Quality</i> .....	57
4.2.1.2 Dimensi <i>Empathy</i> dari Variabel <i>Service Quality</i> .....	57
4.2.1.3 Dimensi <i>Asurance</i> dari Variabel <i>Service Quality</i> .....	58

4.2.1.4 Dimensi <i>Reliability</i> dari Variabel <i>Service Quality</i> .....	59
4.2.1.5 Dimensi <i>Responsiveness</i> dari Variabel <i>Service Quality</i> .....	60
4.2.2 Variabel <i>Patient Experience</i> .....	61
4.2.3 Variabel <i>Patient Satisfaction</i> .....	62
4.2.4 Variabel <i>Word Of Mouth</i> .....	63
4.3 Analisis Inferensial.....	64
4.3.1 <i>Measurement Model (Outer Model)</i> .....	65
4.3.1.1 Tahap Pertama (Tahap Dimensi- <i>Second Order</i> ).....	65
4.3.1.2 <i>Reliability</i> .....	69
4.3.1.3 <i>Convergent Validity</i> .....	69
4.3.1.4 <i>Discriminant Validity</i> .....	70
4.3.1.5 Tahap 2 Pengujian Tahap Variabel ( <i>First Order</i> ).....	71
4.3.1.6 <i>Reliability</i> .....	72
4.3.1.7 <i>Convergent Validity</i> .....	73
4.3.1.8 <i>Discriminant Validity</i> .....	74
4.3.2 <i>Structural Model (Inner Model)</i> .....	74
4.3.2.1 <i>Variance Inflation Factor (VIF)</i> .....	76
4.3.2.2 Koefisien Determinasi.....	78
4.3.2.3 Nilai <i>Effect Size</i> .....	79
4.3.2.4 Nilai <i>Qsquare Predict</i> .....	80
4.3.2.5 Hasil Uji Hipotesis.....	81
4.3.2.6 Analisis <i>Importance-Performance (IPMA)</i> .....	84
4.4 Pembahasan.....	89
4.4.1 Pengaruh <i>Patient Experience</i> terhadap <i>Patient Satisfaction</i> .....	89
4.4.2 Pengaruh <i>Patient Experience</i> terhadap <i>Word Of Mouth</i> .....	90

4.4.3 Pengaruh <i>Patient Satisfaction</i> terhadap <i>Word Of Mouth</i> .....	91
4.4.4 Pengaruh <i>Service Quality</i> terhadap <i>Patient Satisfaction</i> .....	92
4.4.5 Pengaruh <i>Service Quality</i> terhadap <i>Word Of Mouth</i> .....	92
<b>BAB V KESIMPULAN.....</b>	<b>95</b>
5.1 Kesimpulan.....	95
5.2 Implikasi Manajerial.....	96
5.3 Keterbatasan Penelitian.....	97
<b>DAFTAR PUSTAKA.....</b>	<b>99</b>



## DAFTAR TABEL

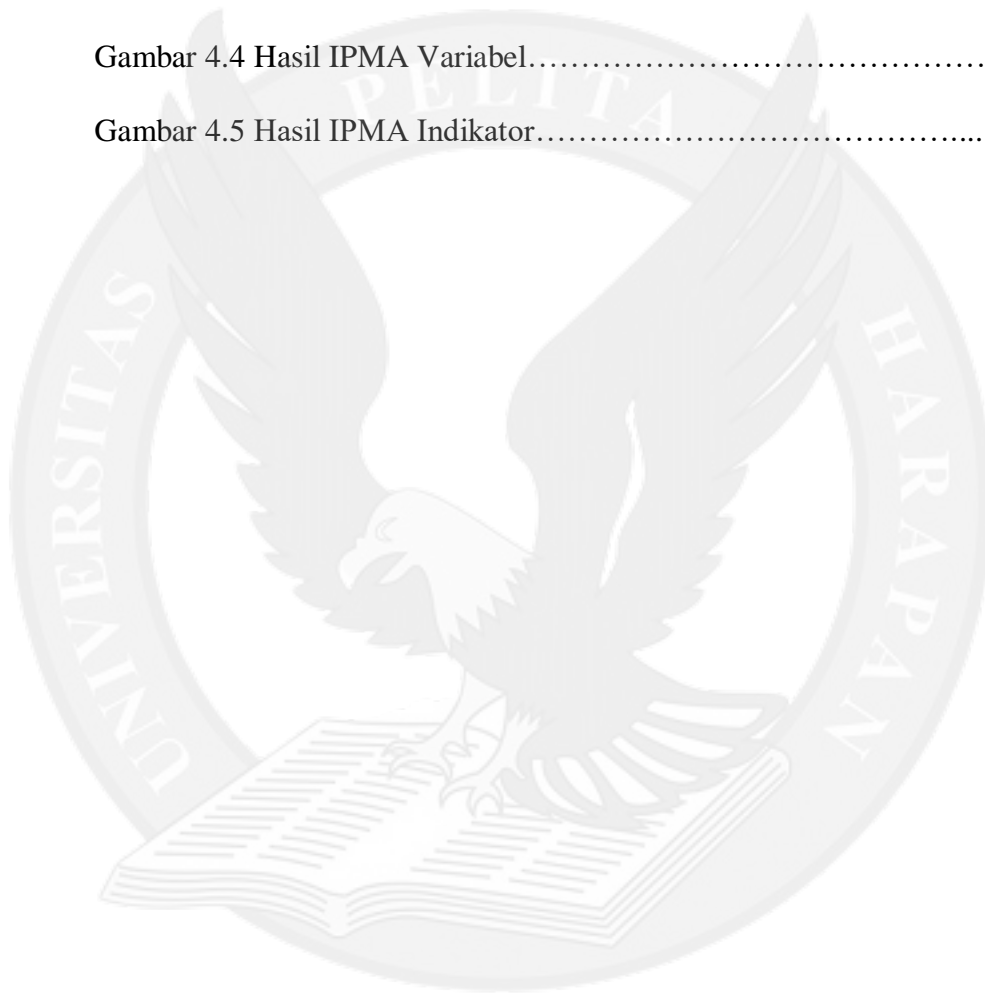
Tabel 1.1 <i>Business Gap</i> Pada Kepuasan Pasien Rawat Inap di RSUD Tobelo .....	4
Tabel 3.1 Definisi Konseptual dan Operasional Variabel.....	37
Tabel 4.1 Profil Responden.....	54
Tabel 4.2 Kategori Jawaban.....	56
Tabel 4.3 Deskripsi Dimensi <i>Tangible</i> .....	57
Tabel 4.4 Deskripsi Dimensi <i>Empathy</i> .....	58
Tabel 4.5 Deskripsi Dimensi <i>Assurance</i> .....	59
Tabel 4.6 Deskripsi Dimensi <i>Reliability</i> .....	60
Tabel 4.7 Deskripsi Dimensi <i>Responsiveness</i> .....	61
Tabel 4.8 Deskripsi Variabel <i>Patient Experience</i> .....	62
Tabel 4.9 Deskripsi Variabel <i>Patient Satisfaction</i> .....	62
Tabel 4.10 Deskripsi Variabel <i>Word Of Mouth</i> .....	63
Tabel 4.11 <i>Factor Loading</i> Tiap Dimensi <i>Service Quality</i> .....	68
Tabel 4.12 <i>Reliability</i> Dimensi <i>Service quality</i> .....	69
Tabel 4.13 <i>Variance Inflation Factor</i> (VIF) Tiap Dimensi.....	69
Tabel 4.14 <i>HT MT Ratio</i> Tahap 1.....	70
Tabel 4.15 <i>Factor Loading First Order</i> .....	72
Tabel 4.16 Nilai <i>Construct Reliability First Order</i> .....	73
Tabel 4.17 <i>Variance Inflation Factor</i> (VIF) First Order.....	73
Tabel 4.18 <i>HT MT Ratio</i> Tahap 2.....	74
Tabel 4.19 <i>Variance Inflation Factor</i> (VIF) <i>Inner Model</i> .....	76
Tabel 4.20 Nilai <i>R Square</i> ( $R^2$ ).....	78

Tabel 4.21 Nilai <i>Effect Size</i> ( $f^2$ ).....	80
Tabel 4.22 Nilai $Q^2$ <i>predict</i> .....	81
Tabel 4.23 Uji Hipotesis.....	82
Tabel 4.24 Hasil <i>Importance-Performance</i> (IPMA).....	85



## DAFTAR GAMBAR

Gambar 1.1 Data Internal Penurunan BOR RSUD Tobelo .....	3
Gambar 2.1 Kerangka Konseptual.....	32
Gambar 4.1 <i>Outer Model Second Order</i> .....	67
Gambar 4.2 <i>Outer Model First Order</i> .....	71
Gambar 4.3 <i>Inner Model</i> .....	75
Gambar 4.4 Hasil IPMA Variabel.....	87
Gambar 4.5 Hasil IPMA Indikator.....	88



## DAFTAR LAMPIRAN

Lampiran 1 Penelitian Terdahulu.....	104
Lampiran 2 <i>Informed Consent</i> .....	107
Lampiran 3 Kusioner Penelitian.....	108
Lampiran 4 Master Data Penelitian.....	112
Lampiran 5 Data Output PLS SEM.....	116
Lampiran 6 Hasil Tes TURNITIN.....	117

