

ABSTRAK

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“PENGARUH *ELECTRONIC MEDICAL RECORD DESIGN, CUSTOMER SUPPORT, DAN SECURITY AND PRIVACY* TERHADAP *WORD OF MOUTH* MELALUI *CUSTOMER SATISFACTION* DAN *CUSTOMER TRUST* PADA FASILITAS KESEHATAN PENGGUNA *PINUS SOFTWARE – EMR* DI SURABAYA DAN PASURUAN“

(xviii + 166 halaman; 43 tabel; 19 gambar; 4 lampiran)

Teknologi yang terus berkembang termasuk dalam bidang kesehatan membuat rekam medis elektronik menjadi salah satu hal yang wajib dilakukan. Sesuai dengan peraturan pemerintah Republik Indonesia melalui Kementerian Kesehatan, seluruh fasilitas kesehatan wajib untuk menggunakan rekam medis elektronik yang terkoneksi dengan SATUSEHAT. Hal ini membuka peluang yang sangat besar bagi perusahaan penyedia jasa pembuatan *software electronic medical record*. Tujuan dari penelitian ini adalah untuk menganalisa pengaruh anteseden dari *Overall Electronic Medical Record Service Quality*, yaitu *Electronic Medical Record Design, Customer Support* dan *Security and Privacy* yang mempengaruhi *Customer Satisfaction* dan *Customer Trust* yang berpengaruh pada *Word Of Mouth* yang positif pada pengguna *PINus Software - eMR* di Surabaya dan Pasuruan. Penelitian ini menggunakan metode survei kuantitatif dimana data dikumpulkan dari lima fasilitas kesehatan dan didapatkan 175 responden yang dianalisis dengan SPSS. Temuan ini menunjukkan 2 variabel independen signifikan berpengaruh dan 1 variabel yaitu *customer support* tidak berpengaruh. Temuan penelitian ini menunjukkan pentingnya *Electronic Medical Record Design* dan *Security and Privacy* yang terbukti secara signifikan mempengaruhi *Overall Electronic Medical Record Service Quality* yang mempengaruhi *Customer Satisfaction* dan *Customer Trust* dan pada akhirnya berpengaruh pada *Word Of Mouth*.

Kata Kunci : Rekam Medis Elektronik, *Electronic Medical Record Design, Customer Support, Security and Privacy, Overall Electronic Medical Record Service Quality, Customer Satisfaction, Customer Trust, Word of Mouth*.

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ABSTRACT

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“THE INFLUENCE OF ELECTRONIC MEDICAL RECORD DESIGN, CUSTOMER SUPPORT, AND SECURITY AND PRIVACY ON WORD OF MOUTH THROUGH CUSTOMER SATISFACTION AND CUSTOMER TRUST ON HEALTH FACILITIES USING PINUS SOFTWARE – EMR IN SURABAYA AND PASURUAN”

(xviii + 166 pages; 43 tables; 19 figures; 4 appendices)

Technology that continues to develop in the health sector, makes electronic medical records something that must be done and can't be avoided. In accordance with regulations from the government of the Republic of Indonesia through the Ministry of Health, all health facilities are required to use electronic medical records connected to SATUSEHAT. This opens up huge opportunities for software companies who provide electronic medical record software. The purpose of this research is to analyze the influence of Overall Electronic Medical Record Service Quality including Electronic Medical Record Design, Customer Support and Security and Privacy which influence Customer Satisfaction and Customer Trust which influence positive Word of Mouth in PINus Software - eMR users in Surabaya and Pasuruan. This research used a quantitative survey method where data was collected from five health facilities and obtained 175 respondents which were analyzed using SPSS. These findings show that 2 independent variables have a significant effect and 1 variable which is customer support, has no effect. The findings of this research show the importance of Electronic Medical Record Design and Security and Privacy which are proven to significantly influence Overall Electronic Medical Record Service Quality which influences Customer Satisfaction and Customer Trust and ultimately influences Word of Mouth.

Keywords: Electronic Medical Record, Electronic Medical Record Design, Customer Support, Security and Privacy, Overall Electronic Medical Record Service Quality, Customer Satisfaction, Customer Trust, Word of Mouth.

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