

DAFTAR ISI

PERNYATAAN KEASLIAN DAN PERSETUJUAN UNGGAH TUGAS AKHIR	i
PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR	iii
PERSETUJUAN TIM PENGUJI TUGAS AKHIR	iv
ABSTRAK	v
ABSTRACT	vi
KATA PENGANTAR	vii
DAFTAR ISI	x
DAFTAR GAMBAR	xv
DAFTAR TABEL	xvi
DAFTAR LAMPIRAN	xviii
BAB I PENDAHULUAN	1
1.1 Latar Belakang Penelitian	1
1.2 Pertanyaan Penelitian	14
1.3 Tujuan Penelitian.....	15
1.4 Manfaat Penelitian.....	16
1.4.1 Manfaat Teoritis	17
1.4.2 Manfaat Praktis	17
1.5 Batasan Penelitian	18
1.6 Sistematika Penulisan.....	18
BAB II TINJAUAN PUSTAKA	21
2.1 Definisi Konsep / Konsep Dasar	21
2.2 Telaah Literatur	23
2.2.1 <i>Word of Mouth</i>	23

2.2.2	<i>Customer Satisfaction</i>	25
2.2.3	<i>Customer Trust</i>	26
2.2.4	<i>Overall Electronic Medical Record Service Quality</i>	28
2.2.5	<i>Electronic Medical Record Design</i>	30
2.2.6	<i>Customer Support</i>	31
2.2.7	<i>Security And Privacy</i>	32
2.3	Pengembangan Hipotesis	34
2.3.1	Pengaruh <i>Electronic Medical Record Design</i> Terhadap <i>Overall Electronic Medical Record Service Quality</i>	34
2.3.2	Pengaruh <i>Customer Support</i> Terhadap <i>Overall Electronic Medical Record Service Quality</i>	35
2.3.3	Pengaruh <i>Security and Privacy</i> Terhadap <i>Overall Electronic Medical Record Service Quality</i>	35
2.3.4	Pengaruh <i>Overall Electronic Medical Record Service Quality</i> Terhadap <i>Customer Satisfaction</i>	36
2.3.5	Pengaruh <i>Overall Electronic Medical Record Service Quality</i> Terhadap <i>Customer Trust</i>	37
2.3.6	Pengaruh <i>Customer Satisfaction</i> Terhadap <i>Word of Mouth</i>	38
2.3.7	Pengaruh <i>Customer Trust</i> Terhadap <i>Word of Mouth</i>	39
2.4	Model Penelitian	40
BAB III METODE PENELITIAN		42
3.1	Objek Penelitian	42
3.2	Unit Analisis.....	43
3.3	Tipe Penelitian.....	43
3.4	Pengukuran Variabel Penelitian	45
3.4.1	Skala Pengukuran Variabel.....	45
3.4.2	Definisi Konseptual dan Operasional Variabel.....	46
3.5	Populasi dan Sampel	50
3.5.1	Penentuan Besar Sampel	52
3.5.2	Metode Pengambilan Sampel.....	52

3.6	Metode Pengumpulan Data	53
3.7	Metode Analisis Data	54
3.7.1	Pengolahan Data.....	54
3.7.2	Pengujian Hipotesis.....	54
3.7.2.1	Uji Validitas	55
3.7.2.2	Uji Realibilitas	56
3.7.2.3	Uji Asumsi Klasik.....	56
3.7.2.3.1	Normalitas	57
3.7.2.3.2	Heterokedastisitas	57
3.7.2.3.3	Linearitas.....	58
3.7.2.3.4	Multikolinearitas	59
3.7.2.4	Analisis Linear Regresi Sederhana (<i>Simple Regression</i>).....	59
3.7.2.5	Analisis Regresi Linear Berganda.....	60
3.7.2.5.1	Koefisien Korelasi (R)	61
3.7.2.5.2	Koefisien Determinasi (R^2)	62
3.7.2.5.3	Uji F	63
3.7.2.5.4	Uji T	63
BAB IV	HASIL DAN PEMBAHASAN	64
4.1	Profil Demografi Responden.....	64
4.2	Profil Perilaku Responden.....	68
4.3	Analisis Deskriptif Variabel.....	69
4.3.1	Analisis Deskriptif Data Variabel	70
4.3.1.1	Analisis Deskriptif Variabel <i>Electronic Medical Record Design</i>	70
4.3.1.2	Analisis Deskriptif Variabel <i>Customer Support</i>	72
4.3.1.3	Analisis Deskriptif Variabel <i>Security and Privacy</i>	73
4.3.1.4	Analisis Deskriptif Variabel <i>Overall Electronic Medical Record Service Quality</i>	75
4.3.1.5	Analisis Deskriptif Variabel <i>Customer Satisfaction</i>	77
4.3.1.6	Analisis Deskriptif Variabel <i>Customer Trust</i>	78
4.3.1.7	Analisis Deskriptif Variabel <i>Word of Mouth</i>	80

4.3.2	Analisis Statistik Deskripsi Jawaban Responden.....	81
4.3.2.1	Analisis Statistik Deskripsi Jawaban <i>Electronic Medical Record Design</i>	81
4.3.2.2	Analisis Statistik Deskripsi Jawaban <i>Customer Support</i>	84
4.3.2.3	Analisis Statistik Deskripsi Jawaban <i>Security and Privacy</i> ..	86
4.3.2.4	Analisis Statistik Deskripsi Jawaban <i>Overall Electronic Medical Record Service Quality</i>	88
4.3.2.5	Analisis Statistik Deskripsi Jawaban <i>Customer Satisfaction</i>	91
4.3.2.6	Analisis Statistik Deskripsi Jawaban <i>Customer Trust</i>	93
4.3.2.7	Analisis Statistik Deskripsi Jawaban <i>Word of Mouth</i>	95
4.4	Analisis Inferensial.....	98
4.4.1	Hasil Pengujian Kualitas Data	98
4.4.1.1	Uji Validitas	98
4.4.1.2	Uji Realibilitas	99
4.4.1.3	Uji Normalitas.....	100
4.4.1.4	Uji Multikolinearitas	105
4.4.1.5	Uji Heterokedastisitas	106
4.4.1.6	Uji Linearitas.....	111
4.4.2	Analisis Regresi	111
4.4.2.1	Analisis Regresi Berganda ED, CS, SP * OES.....	111
4.4.2.2	Analisis Regresi Sederhana OES * CST.....	114
4.4.2.3	Analisis Regresi Sederhana OES * CTR	115
4.4.2.4	Analisis Regresi Berganda CST, CTR * WOM.....	116
4.4.2.5	Koefisien Korelasi (R)	118
4.4.2.6	Koefisien Determinasi (R ²)	119
4.4.3	Hasil Pengujian Hipotesis	121
4.4.3.1	H ₁ : <i>Electronic Medical Record Design</i> memiliki pengaruh terhadap <i>Overall Electronic Medical Record Service Quality</i>	123
4.4.3.2	H ₂ : <i>Customer Support</i> memiliki pengaruh terhadap <i>Overall Electronic Medical Record Service Quality</i>	124
4.4.3.3	H ₃ : <i>Security and Privacy</i> memiliki pengaruh terhadap <i>Overall Electronic Medical Record Service Quality</i>	126

4.4.3.4	H ₄ : <i>Overall Electronic Medical Record Service Quality</i> memiliki pengaruh terhadap <i>Customer Satisfaction</i>	128
4.4.3.5	H ₅ : <i>Overall Electronic Medical Record Service Quality</i> memiliki pengaruh terhadap <i>Customer Trust</i>	129
4.4.3.6	H ₆ : <i>Customer Satisfaction</i> memiliki pengaruh terhadap <i>Word of Mouth</i> 130	
4.4.3.7	H ₇ : <i>Customer Trust</i> memiliki pengaruh terhadap <i>Word of Mouth</i> 131	
4.5	Diskusi.....	133
4.5.1	<i>Word Of Mouth</i>	135
4.5.2	<i>Customer Satisfaction</i>	136
4.5.3	<i>Customer Trust</i>	138
4.5.4	<i>Overall Electronic Medical Record Service Quality</i>	140
4.5.5	<i>Electronic Medical Record Design</i>	142
4.5.6	<i>Customer Support</i>	144
4.5.7	<i>Security and Privacy</i>	146
BAB V KESIMPULAN DAN SARAN		149
5.1	Kesimpulan.....	149
5.2	Implikasi Manajerial	152
5.2.1	Implikasi Manajerial <i>Electronic Medical Record Design</i>	153
5.2.2	Implikasi Manajerial <i>Customer Support</i>	154
5.2.3	Implikasi Manajerial <i>Security and Privacy</i>	155
5.2.4	Implikasi Manajerial <i>Overall Electronic Medical Record Service Quality</i>	155
5.2.5	Implikasi Manajerial <i>Customer Satisfaction</i>	156
5.2.6	Implikasi Manajerial <i>Customer Trust</i>	157
5.2.7	Implikasi Manajerial <i>Word Of Mouth</i>	157
5.3	Implikasi Teoritis	158
5.4	Keterbatasan Penelitian Dan Saran	160
DAFTAR PUSTAKA		162

DAFTAR GAMBAR

Gambar 1. 1 Tren Konektifitas Bulanan	4
Gambar 1. 2 Fasilitas Kesehatan yang terkoneksi	5
Gambar 1. 3 Logo PT. Performa Inti Nusantara	6
Gambar 1. 4 Logo PINus Software	8
Gambar 1. 5 Form Rekam Medis Dinamis	9
Gambar 1. 6 History Rekam Medis Pasien dan Penunjang dalam 1 halaman	10
Gambar 2. 1 Model SERVQUAL	22
Gambar 2. 2 Model Penelitian	41
Gambar 4. 1 Karakteristik Jenis Kelamin Responden	65
Gambar 4. 2 Karakteristik Usia Responden	66
Gambar 4. 3 Karakteristik Profesi Responden	67
Gambar 4. 4 Fasilitas Kesehatan Tempat Responden Bekerja	68
Gambar 4. 5 Hasil Uji Normalitas ED, CS, SP * OES	102
Gambar 4. 6 Hasil Uji Normalitas OES * CST	103
Gambar 4. 7 Hasil Uji Normalitas OES * CTR	104
Gambar 4. 8 Hasil Uji Normalitas CST, CTR * WOM	105
Gambar 4. 9 Uji Heterokedastistias Overall Electronic Medical Record Service Quality	107
Gambar 4. 10 Uji Heterokedastistias Customer Satisfaction	108
Gambar 4. 11 Uji Heterokedastistias Customer Trust	109
Gambar 4. 12 Uji Heterokedastistias Word of Mouth	110
Gambar 4. 13 Hasil Penelitian	122

DAFTAR TABEL

Tabel 3. 1 Skor Penilaian berdasarkan skala <i>Likert</i>	46
Tabel 3. 2 Definisi Konseptual dan Operasionalisasi Penelitian	47
Tabel 3. 3 Daftar Fasilitas Kesehatan Pengguna <i>PINus Software – eMR</i>	51
Tabel 3. 4 Rules of Thumb Mengenai Ukuran Koefisien Determinasi.....	62
Tabel 4. 1 Profil Demografi Responden	64
Tabel 4. 2 Derajat Penilaian Jawaban Responden.....	70
Tabel 4. 3 Tanggapan Responden Terhadap <i>Electronic Medical Record Design</i> 71	
Tabel 4. 4 Tanggapan Responden Terhadap Customer Support.....	72
Tabel 4. 5 Tanggapan Responden Terhadap <i>Security and Privacy</i>	74
Tabel 4. 6 Tanggapan Responden Terhadap	75
Tabel 4. 7 Tanggapan Responden Terhadap <i>Customer Satisfaction</i>	77
Tabel 4. 8 Tanggapan Responden Terhadap <i>Customer Trust</i>	78
Tabel 4. 9 Tanggapan Responden Terhadap <i>Word Of Mouth</i>	80
Tabel 4. 10 Distribusi Jawaban Responden Terhadap Variabel <i>Electronic Medical Record Design</i> Pada <i>PINus Software - eMR</i>	82
Tabel 4. 11 Distribusi Jawaban Responden Terhadap Variabel <i>Customer Support</i> Pada <i>PINus Software – eMR</i>	84
Tabel 4. 12 Distribusi Jawaban Responden Terhadap Variabel <i>Security and Privacy</i> Pada <i>PINus Software – eMR</i>	86
Tabel 4. 13 Distribusi Jawaban Responden Terhadap Variabel	89
Tabel 4. 14 Distribusi Jawaban Responden Terhadap Variabel	91
Tabel 4. 15 Distribusi Jawaban Responden Terhadap Variabel	93
Tabel 4. 16 Distribusi Jawaban Responden Terhadap Variabel	96
Tabel 4. 17 Hasil Uji Validitas.....	98
Tabel 4. 18 Hasil Uji Realibilitas.....	100
Tabel 4. 19 Hasil Uji Normalitas	101
Tabel 4. 20 Hasil Uji Multikolinieritas	105
Tabel 4. 21 Hasil Uji Heterokedastisitas Model Penelitian	106
Tabel 4. 22 Hasil Uji Linearitas	111
Tabel 4. 23 Hasil Uji Regresi Linier Berganda (ED, CS,SP * OES).....	112

Tabel 4. 24 Hasil Uji Regresi Linier Sederhana OES * CST.....	114
Tabel 4. 25 Hasil Uji Regresi Linier Sederhana OES * CTR.....	115
Tabel 4. 26 Hasil Uji Regresi Linier Sederhana CST, CTR * WOM.....	116
Tabel 4. 27 Koefisien Korelasi (R)	118
Tabel 4. 28 Koefisien Determinasi (R ²).....	119
Tabel 4. 29 Hasil Uji F.....	121
Tabel 4. 30 Hasil Uji T.....	122
Tabel 4. 31 Hasil Wawancara Responden.....	125
Tabel 4. 32 Hasil <i>Pearson Correlation</i> dan <i>Mean</i> Variabel <i>Word Of Mouth</i>	135
Tabel 4. 33 Hasil <i>Pearson Correlation</i> dan <i>Mean</i> Variabel <i>Customer Satisfaction</i>	137
Tabel 4. 34 Hasil <i>Pearson Correlation</i> dan <i>Mean</i> Variabel <i>Customer Trust</i>	139
Tabel 4. 35 Hasil <i>Pearson Correlation</i> dan <i>Mean</i> Variabel <i>Overall Electronic Medical Record Service Quality</i>	140
Tabel 4. 36 Hasil <i>Pearson Correlation</i> dan <i>Mean</i> Variabel <i>Electronic Medical Record Design</i>	143
Tabel 4. 37 Hasil <i>Pearson Correlation</i> dan <i>Mean</i> Variabel <i>Customer Support</i> .	145
Tabel 4. 38 Hasil <i>Pearson Correlation</i> dan <i>Mean</i> Variabel <i>Security and Privacy</i>	147
Tabel 5. 1 Implikasi Manajerial	152
Tabel 5. 2 Implikasi Teori.....	159

DAFTAR LAMPIRAN

LAMPIRAN A HASIL PENGUJIAN SPSS	A-1
LAMPIRAN B KUESIONER <i>ACTUAL TEST</i>	B-1
LAMPIRAN C SURAT PERMOHONAN DAN JAWABAN.....	C-1
LAMPIRAN D HASIL TURNITIN	D-1

