

# **ABSTRAK**

**Alvin Handoyo Alphanto (01661230002)**

**ANTESEDEN DARI PATIENT SATISFACTION SERTA DAMPAKNYA TERHADAP INTENTION TO RECOMMEND DI KLINIK ESTETIKA XYZ (ix+ 108 halaman; 8 gambar; 17 tabel)**

Penelitian ini bertujuan untuk mengeksplorasi faktor-faktor yang memengaruhi patient satisfaction serta dampaknya terhadap intention to recommend (ITR) di Klinik Estetika XYZ. Fokus penelitian mencakup analisis pengaruh price, clinic image, social media engagement, dan physician behavior terhadap kepuasan pasien, yang bertindak sebagai mediator dalam meningkatkan niat untuk merekomendasikan. Studi ini menggunakan metode survei kuantitatif berbasis Partial Least Square-Structural Equation Modeling (PLS-SEM), dengan data yang dikumpulkan dari 199 responden melalui kuesioner daring. Hasil penelitian menunjukkan bahwa price yang kompetitif, citra klinik yang baik, dan perilaku dokter yang profesional memiliki dampak signifikan terhadap kepuasan pasien. Selain itu, keterlibatan media sosial seperti konten edukatif, testimoni visual, dan interaksi digital secara langsung meningkatkan kepercayaan pasien terhadap layanan klinik. Kepuasan pasien terbukti berperan sebagai mediator yang memperkuat hubungan antara variabel-variabel tersebut dengan ITR. Secara praktis, penelitian ini memberikan wawasan strategis bagi pengelola klinik estetika dalam meningkatkan kualitas layanan dan memanfaatkan platform digital untuk promosi. Implikasi manajerial meliputi penyempurnaan harga layanan, peningkatan kualitas interaksi dokter-pasien, serta optimalisasi media sosial untuk menjangkau konsumen lebih luas.

**Referensi: 44 (1988-2024)**

**Kata Kunci: Patient Satisfaction, Intention to Recommend, Price, Clinic Image, Social Media Engagement, Physician Behavior.**

# ABSTRACT

**Alvin Handoyo Alphanto (01661230002)**

**ANTECEDENTS OF PATIENT SATISFACTION AND ITS IMPACT ON INTENTION TO RECOMMEND AT XYZ AESTHETIC CLINIC**  
(ix+ 108 pages; 8 figures; 17 tables)

This study aims to explore the factors influencing patient satisfaction and its impact on intention to recommend (ITR) at XYZ Aesthetic Clinic. The focus of the research includes analyzing the effects of price, clinic image, social media engagement, and physician behavior on patient satisfaction, which serves as a mediator in enhancing the intention to recommend. The study employs a quantitative survey method based on Partial Least Square-Structural Equation Modeling (PLS-SEM), with data collected from 199 respondents via online questionnaires. The findings indicate that competitive pricing, a positive clinic image, and professional physician behavior significantly impact patient satisfaction. Additionally, social media engagement, such as educational content, visual testimonials, and digital interactions, directly enhances patient trust in clinic services. Patient satisfaction is proven to mediate the relationship between these variables and ITR. Practically, this research provides strategic insights for aesthetic clinic management in improving service quality and leveraging digital platforms for promotion. Managerial implications include refining service pricing, enhancing the quality of doctor-patient interactions, and optimizing social media to reach a wider consumer base.

**References:** 44 (1988-2024)

**Keywords:** Patient Satisfaction, Intention to Recommend, Price, Clinic Image, Social Media Engagement, Physician Behavior.