

ABSTRAK

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Pengaruh *Service Quality*, *Perceived Value*, terhadap *Revisit Intention* yang dimediasi oleh *Customer Satisfaction* pada Fasilitas Pelayanan Kesehatan Primer

Latar belakang: Penelitian ini bertujuan untuk menilai pengaruh *Service Quality*, *Perceived Value* terhadap *Revisit Intention* yang dimediasi oleh *Customer Satisfaction* pada fasilitas pelayanan kesehatan primer. **Metode :** Penelitian ini menggunakan metode *cross sectional* dengan instrumen kuesioner untuk mengumpulkan data dari sejumlah pasien yang menerima perawatan rawat jalan di poliklinik umum Klinik XYZ di Jakarta. Analisis data *multivariate* menggunakan metode statistik PLS-SEM dengan perangkat lunak SmartPLS® 4.

Hasil: Data dari 261 responden yang memenuhi kriteria inklusi dikumpulkan pada Maret sampai September 2024 dengan metode *purposive sampling* menggunakan kuesioner pada pasien yang menjalani pengobatan di poliklinik umum Klinik Pratama XYZ di Jakarta. Data dianalisa menggunakan PLS-SEM. Hasil pengolahan data menunjukkan bahwa *service quality*, *perceived value*, dan *customer satisfaction* memiliki efek positif yang signifikan terhadap *revisit intention*. Klinik juga perlu berfokus pada peningkatan pengalaman pasien, baik dari segi medis maupun administrasi, guna membangun kepuasan pasien yang lebih tinggi.

Keyword: *service quality*, *perceived value*, *customer satisfaction*, *revisit intention*, fasilitas kesehatan primer.

ABSTRACT

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THE EFFECT OF SERVICE QUALITY, PERCEIVED VALUE MEDIATED BY CUSTOMER SATISFACTION IN PRIMARY HEALTHCARE FACILITIES

Background: This study aims to assess the relationship between service quality and perceived value on revisit intention, mediated by customer satisfaction in primary healthcare facilities.

Methods: This research employs a cross-sectional design using a questionnaire to collect data from patients receiving outpatient care at the general clinic of XYZ Clinic in Jakarta. Data analysis was conducted using multivariate analysis with the PLS-SEM statistical method, utilizing SmartPLS® 4 software.

Results: Data from 261 respondents who met the inclusion criteria were collected between March and September 2024 through purposive sampling using a questionnaire administered to patients undergoing treatment at the general clinic of XYZ Primary Clinic in Jakarta. Data were analyzed using PLS-SEM. The results showed that service quality, perceived value, and customer satisfaction had a significant positive effect on revisit intention. The clinic should also focus on improving patient experiences in both medical and administrative aspects to build higher levels of patient satisfaction.

Keywords: service quality, perceived value, customer satisfaction, revisit intention, primary healthcare facilities.