DAFTAR ISI

PERNYATAAN KEASLIAN KARYA TUGAS AKHIR.....ii
PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR..... iii
PERSETUJUAN TIM PENGUJI TUGAS AKHIR iv
PERSETUJUAN PUBLIKASI TUGAS AKHIR.....v
ABSTRAK vi
ABSTRACT vii
KATA PENGANTAR..... viii
DAFTAR ISI x
DAFTAR TABEL xiv
DAFTAR GAMBAR xvi
DAFTAR LAMPIRAN xvii
BAB I PENDAHULUAN 18
1.1 Latar Belakang Penelitian 18
1.2 Pertanyaan Penelitian 25
1.3 Tujuan Penelitian.....26
1.4 Manfaat Penelitian 27
1.5 Sistematika Penulisan.....28
BAB II TINJAUAN PUSTAKA 30
2.1 Dasar Teori.....30
2.1.1 REVISIT INTENTION 30
2.1.2 PATIENT SATISFACTION 35
2.1.3 PERCEIVED VALUE.....39
2.1.4 SERVICE QUALITY.....44

2.2 Penelitian Sebelumnya dan Pengembangan Hipotesis (Previous Studies and Hypothesis) 50
2.2.1 Pengaruh Service Quality terhadap Patient Satisfaction 51
2.2.2 Pengaruh positif Perceived Value terhadap Patient Satisfaction 52
2.2.3 Pengaruh positif Patient Satisfaction terhadap Revisit Intention 54
2.2.4 Pengaruh positif Service Quality terhadap Revisit Intention.....55
2.2.5 Pengaruh positif Perceived Value terhadap Revisit Intention.....56
2.3 Kerangka konseptual penelitian 58
BAB III METODOLOGI PENELITIAN 62
3.1 Objek Penelitian.....62
3.2 Unit Analisis 63
3.3 Tipe Penelitian 63
3.4 Pengukuran Variabel Penelitian.....64
3.4.1 Pengukuran Variabel 64
3.4.2 Definisi Konseptual dan Operasionalisasi Variabel 65
3.5 Populasi dan Sampel 70
3.5.1 Kriteria inklusi.....70
3.5.2 Kriteria eksklusi 70
3.5.3 Besar Sampel.....71

3.5.4 Metode Pengumpulan Sampel 71
3.6 Pengukuran variable 72
3.7 Metode Pengumpulan Data 72
3.8 Metode Analisis Data 73
3.8.1 Outer Model 74
3.8.2 Inner Model 76
3.8.3 Uji Hipotesis 78
3.8.4 Importance-Performance Map Analysis (IPMA) 78
BAB IV HASIL DAN PEMBAHASAN 80
4.1 Hasil Penelitian 80
4.1.1 Profil Responden 80
4.2 Analisis Deskriptif 82
4.2.1 Deskripsi Variabel Independen 84
4.2.2 Deskripsi Variabel *Customer Satisfaction* 91
4.2.3 Deskripsi Variabel Revisit Intention 93
4.3 Analisa Inferensial 96
4.3.1 Analisis Model Pengukuran (*Outer Model*) 96
4.3.2 Convergent Validity 97
4.3.3 Composite Reliability dan AVE First Stage 99
4.3.4 Discriminant Validity 101
4.4 Analisa Second Order dengan Two-Stage Approach (Disjoint two stage) 104
4.4.1 Second Stage Outer Model 105
4.4.2 Construct Reliability Second Stage 107

4.4.3 Convergent Validity Second Stage.....108
4.4.4 Discriminant Validity Second Order.....111
4.5 Second Order Inner Model.....112
4.5.1 Multikoliniearitas.....113
4.5.2 Analisis PLS-POS.....127
4.5.3 Analisis Importance- Performance Mapping (IPMA).....132
4.6 Diskusi.....137
BAB V KESIMPULAN DAN SARAN.....140
5.1 Kesimpulan Penelitian.....140
5.2 Kesimpulan.....140
5.3 Implikasi Penelitian.....142
5.4 Keterbatasan Penelitian.....143
5.5 Saran.....144
DAFTAR PUSTAKA.....145

DAFTAR TABEL

Tabel 1.1 Jumlah Fasilitas Kesehatan di Provinsi DKI Jakarta..... 20

Tabel 1.2 Persentase Penduduk yang Mempunyai Keluhan Kesehatan dan Berobat Jalan Selama Satu Bulan (Maret 2022) 21

Tabel 1.3 Persentase Pasien yang Berobat Jalan ke Klinik Pratama Jalan Pada bulan Maret 2022..... 21

Tabel 2.1 Karakteristik SERVQUAL..... 48

Tabel 3.1. Definisi Konseptual dan Definisi Operasional 65

Tabel 4.1 Profil Demografi Responden..... 81

Tabel 4.2 Kategori Jawaban Responden..... 83

Tabel 4.3. Tabel Deskripsi Variable Independen 86

Tabel 4.4. Table Deskripsi Variabel *Customer Satisfaction*..... 91

Tabel 4.5. Tabel Deksripsi Variable *Revisit Intention*..... 94

Tabel 4.6 Nilai Outer Loading 98

Tabel 4.7 Nilai Cronbach's Alpha, Point of Estimate dan Composite Reliability 100

Tabel 4.8 Nilai *Cross Loading* 101

Tabel 4.9 Nilai Rasio *Heterotrait / Monotrait.* Discriminant Validity first stage 103

Tabel 4.10 Nilai Outer Loading HOC 105

Tabel 4.11 Cronbach's alpha, Composite reliability, dan nilai AVE 108

Tabel 4.12 Tabel Convergent Validity dengan Confidence Interval..... 109

Tabel 4.13 HTMT Second Order dengan CI..... 112

Tabel 4.14 Tabel Inner VIF 114

Tabel 4.18 Nilai R-*squared* (R^2) 115

Tabel 4.16 Effect Size (f^2) 117

Tabel 4.17 Nilai Q^2 *predict* 119

Tabel 4.18 Nilai Cross – Validated Predictive Ability (CVPAT) 121

Tabel 4.19 Signifikansi dan Koefisien 122

Tabel 4.20 Analisis mediasi 126

Tabel 4.21 Hasil PLS- POS 129

Tabel 4.22 Hasil Perbandingan Koefisien 2 Segmen 130

Tabel 4.23 Nilai IPMA konstruk 133

Table 4.24 Nilai IPMA Indikator 134

DAFTAR GAMBAR

Gambar 2.1 Kerangka Konseptual Adirestuty..... 60

Gambar 2.2 Kerangka Konseptual Wandebori..... 60

Gambar 2.3 Kerangka konseptual Penelitian 59

Gambar 4.1 Hasil Outer Model First Stage..... 97

Gambar 4.2 Outer model second stage..... 105

Gambar 4.3 Gambar Convergent Validity Second Order 109

Gambar 4.4 *Second Stage Inner Model*..... 113

Gambar 4.5 Path Coefficient… 125

Gambar 4.6 PLS -POS Segmen 1 (n = 195)..... 131

Gambar 4.7 PLS-POS Segmen 2 (n = 66)..... 132

Gambar 4.8 IPMA Konstruk 135

Gambar 4.9 IPMA Indikator 136

DAFTAR LAMPIRAN

LAMPIRAN 1. KUESIONER.....151

LAMPIRAN 2. FIRST STAGE OUTER MODEL.....155

LAMPIRAN 3. SECOND STAGE INNER MODEL.....156

LAMPIRAN 4. HASIL TURNITIN.....157