

## ABSTRAK

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### **PENGARUH *PERCEIVED VALUE* DAN *HEALTHCARE SERVICE QUALITY* TERHADAP *REVISIT INTENTION* DI RUMAH SAKIT SILOAM JAKARTA DENGAN *PATIENT SATISFACTION* SEBAGAI FAKTOR MEDIASI**

(111 Halaman; 8 Bagan; 20 Tabel; 2 Lampiran)

Penelitian ini menganalisis pengaruh *Healthcare Service Quality*, *Perceived Value*, dan *Revisit Intention*, terhadap *Patient Satisfaction* sebagai faktor mediasi dalam layanan rumah sakit. Meskipun menjadi jaringan rumah sakit terbesar di Indonesia, Grup Rumah Sakit Siloam menghadapi tantangan dalam *patient satisfaction*, yang mempengaruhi persepsi kualitas. Penelitian ini bertujuan menilai dampak langsung dan tidak langsung *Healthcare Service Quality* dan *Perceived Value* terhadap *Revisit Intention*, dengan fokus pada *Patient Satisfaction*. Desain kuantitatif *cross sectional* digunakan, dengan survei terhadap 313 pasien di tiga Rumah Sakit Siloam di Jakarta. Hasilnya menunjukkan bahwa *Healthcare Service Quality* dan *Perceived Value* berpengaruh positif terhadap *Patient Satisfaction*. *Perceived Value* berpengaruh langsung terhadap *Revisit Intention*, sementara *Healthcare Service Quality* berpengaruh melalui *Patient Satisfaction*. Untuk meningkatkan loyalitas pasien dan peringkat, Grup Rumah Sakit Siloam perlu fokus pada kualitas layanan dan komunikasi yang jelas mengenai nilai yang diterima pasien.

Kata Kunci: *Healthcare Service Quality*, *Perceived Value*, *Patient Satisfaction*, *Revisit Intention*.

Referensi: 91 (1988-2024)

## ABSTRACT

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### ***THE INFLUENCE OF PERCEIVED VALUE AND HEALTHCARE SERVICE QUALITY ON REVISIT INTENTION AT SILOAM HOSPITAL JAKARTA WITH PATIENT SATISFACTION AS A MEDIATING FACTOR***

(111 Pages; 8 Charts; 20 Tables; 2 Attachments)

*This study analyzed the influence of Healthcare Service Quality, Perceived Value, and Revisit Intention, with Patient Satisfaction as a mediating factor in hospital services. Patient satisfaction and revisit intention were key metrics for evaluating a hospital's operational effectiveness. Despite being the largest hospital network in Indonesia, the Siloam Group struggled with patient satisfaction, which impacted quality perceptions. The research aimed to assess the direct and indirect effects of Healthcare Service Quality and Perceived Value on Revisit Intention, focusing on Patient Satisfaction. A quantitative cross-sectional design was used, surveying 313 patients at three Siloam hospitals in Jakarta. The results showed that Healthcare Service Quality and Perceived Value positively influenced Patient Satisfaction. Perceived Value directly impacted Revisit Intention, while Healthcare Service Quality affected it indirectly through Patient Satisfaction. For Siloam Group to improve patient loyalty and ranking, efforts should focus on service quality and clear communication regarding perceived value.*

*Keywords: Healthcare Service Quality, Perceived Value, Patient Satisfaction, Revisit Intention.*

*Reference: 91 (1988-2024)*