

ABSTRAK

Merry (01661230045)

ANTESEDEN DARI PATIENT EXPERIENTIAL SATISFACTION DAN DAMPAKNYA PADA REVISIT INTENTION DI KLINIK SWASTA, LAMANDAU, KALIMANTAN TENGAH

(125 halaman; 11 gambar; 25 tabel; 2 lampiran)

Penelitian ini dilakukan untuk mengetahui pengaruh anteseden dari *patient experiential satisfaction* yaitu *price fairness*, *clinic image*, dan *communication* serta dampaknya pada *revisit intention*. Penelitian ini dilakukan di Kalimantan Tengah dengan melibatkan 162 pasien yang berkunjung ke klinik swasta. Pengumpulan data dilakukan dengan menyebarkan kuesioner berisi 29 pertanyaan dengan Skala Likert 1 – 5 berdasarkan metode *judgemental sampling*. Data dianalisis dengan metode SEM berbasiskan PLS. Hasil penelitian ini menyatakan bahwa pada klinik swasta, komunikasi dan keadilan harga efektif meningkatkan *revisit intention* dengan mediasi *patient experiential satisfaction*.

Referensi : 69 (1980 - 2025)

Kata Kunci : *Clinic Image, Communication, Patient Experiential Satisfaction, Price Fairness, Revisit Intention*

ABSTRACT

Merry (01661230045)

ANTECEDENTS OF PATIENT EXPERIENTIAL SATISFACTION AND ITS EFFECT ON REVISIT INTENTION AT PRIVATE CLINIC, LAMANDAU, CENTRAL KALIMANTAN

(125 pages; 11 figures; 25 tables; 2 attachments)

The purpose of this study is to examine the influence of the antecedents of patient experiential satisfaction, namely price fairness, clinic image, and communication, and their impact on revisit intention. This study is applied in Central Kalimantan and involved 162 patients who visited private clinics. Data were collected through a questionnaire consisting of 29 items using a 5-point Likert scale, based on a judgmental sampling method. The data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The results of this study indicate that in private clinics, communication and price fairness effectively enhance revisit intention, mediated by patient experiential satisfaction.

Reference : 69 (1980 - 2025)

Key Words : Clinic Image, Communication, Patient Experiential Satisfaction, Price Fairness, Revisit Intention.