

JUDUL : MODEL ANTASEDEN REVISIT INTENTION PADA PASIEN WANITA RAWAT JALAN DENGAN PENYAKIT DEGENERATIF DI RUMAH SAKIT TIPE C	
 Peneliti	 Ringkasan Eksekutif
Ketua : Tantri Yanuar Rahmat Syah Anggota : Edi Suyitno	Kata Kunci : revisit intention; sevice quality; complaint handling; social media promotion; hospital  HKI dan Publikasi Jurnal internasional bereputasi Innovative Marketing (Q3) HKI Nomor :EC00202525538, 25 Februari 2025

 Latar Belakang	 Hasil dan Manfaat
Rumah sakit tipe C di Indonesia, yang berfungsi sebagai fasilitas kesehatan tingkat menengah, menghadapi tantangan besar dalam memberikan layanan berkualitas, terutama bagi pasien dengan penyakit kronis seperti diabetes. Penelitian ini berfokus pada pasien diabetes, yang merupakan populasi signifikan di rumah sakit ini. Kelompok pasien ini sering menghadapi hambatan terkait penanganan keluhan, efektivitas promosi media sosial, dan dampaknya terhadap kepercayaan serta kepuasan. Dalam konteks ini, terdapat kebutuhan untuk memahami bagaimana faktor-faktor tersebut memengaruhi niat pasien untuk kembali menggunakan layanan rumah sakit, terutama pada pasien yang tidak tercover BPJS, di mana pertimbangan biaya dan aksesibilitas memiliki peran penting.	Niat Kunjungan Ulang (Revisit Intention): Sebanyak 66,8% variasi dalam niat kunjungan ulang dapat dijelaskan oleh model, dengan variabel kepuasan, kepercayaan, penanganan keluhan, promosi media sosial, dan kualitas layanan. Namun, hipotesis bahwa kualitas layanan dan kepercayaan langsung memengaruhi niat kunjungan ulang tidak signifikan dalam model ini. Kepuasan dan Kepercayaan: Kepuasan pasien ditemukan memiliki pengaruh langsung yang signifikan terhadap niat kunjungan ulang. Penanganan keluhan yang baik meningkatkan kepercayaan pasien, terutama pada mereka yang memiliki diabetes tipe tertentu. Promosi Media Sosial: Promosi melalui media sosial memberikan dampak positif baik pada kepercayaan pasien maupun niat kunjungan ulang, mencerminkan pentingnya pendekatan digital dalam menarik dan mempertahankan pasien.

Metode Pengumpulan Data Sebanyak 400 kuesioner disebar, menghasilkan 131 respons valid. Dari jumlah tersebut, 96 responden adalah pasien diabetes tipe 2, dan 35 pasien adalah diabetes tipe 1. Sebagian besar responden berusia di atas 50 tahun. Analisis Data Data dianalisis menggunakan model Partial Least Squares Structural Equation Modeling (PLS-SEM), yang mencakup uji reliabilitas dan validitas konstruk, pengujian hipotesis, dan evaluasi kecocokan model. Pengujian Hipotesis Hipotesis diuji menggunakan teknik bootstrapping untuk memastikan hubungan signifikan antar variabel yang diteliti.	
Skema LITABMAS Penelitian Tesis Magister	Ucapan terimakasih

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