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***Service Quality Rumah Sakit dan Efeknya terhadap Patient Satisfaction,  
Perceived Value, Trust, dan Behavioral Intention***

by

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**ABSTRACT**

*This study examines the factors that affect patient's behavioral intention, with patient satisfaction, perceived value, and trust as intervening variables, as well as service quality as an independent variable. Service quality variable using the five dimensions that was first proposed by Parasuraman et al. (1985). The dimensions are tangibility, reliability, responsiveness, assurance, and empathy.*

*The population used in this study were inpatients at Siloam Hospital Bali, with a total sample of 155 patients. Data were collected by using questionnaire. The sampling method in this study using a type of non-probability sampling with combination method: purposive sampling-accidental sampling-quota sampling. The analysis technique used to analyze the data is SEM (Structural Equation Model).*

*Squared Multiple Correlations results indicate that behavioral intention variables are influenced by patient satisfaction, perceived value, trust, and service quality. Patient satisfaction is influenced by service quality. Perceived value is influenced by service quality, while trust affected by service quality. Service quality, patient satisfaction, and trust, positively significant affect behavioral intention.*

*The conclusion of this research is service quality has a significant positive effect on patient satisfaction, perceived value, trust and behavioral intention patients. Patient satisfaction and trust has a significant positive effect on the patient's behavioral intention. While the perceived value has a negative effect on the patient's behavioral intention. This study is useful for Siloam Hospitals Bali management and other hospital's decision maker as well as feedback about the patient's perception of service quality in order to maintain hospital patients and as the basis for periodic evaluations and initial step in assessing the quality of services to patients. The payment method of payment in the form of standalone services or use insurance seems to be influence the respondent's answers and can provide different analytical results, therefore, next researchers are expected to do better further research.*

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**Keywords : Service quality, patient satisfaction, perceived value, trust, behavioral intention**

**ABSTRAK**

Penelitian ini meneliti tentang faktor-faktor yang mempengaruhi behavioral intention pasien, dengan variabel patient satisfaction, perceived value, dan trust sebagai variabel perantara, serta service quality sebagai independent variable. Variabel service quality menggunakan lima dimensi yang dikemukakan pertama kali oleh Parasuraman et al. (1985), yaitu dimensi tangibility, reliability, responsiveness, assurance, dan empathy.

Populasi yang digunakan dalam penelitian ini adalah pasien rawat inap RS Siloam Bali, dengan jumlah sampel sebanyak 155 pasien. Pengumpulan data dilakukan dengan menggunakan metode kuesioner. Metode pengambilan sampel dalam penelitian ini

menggunakan jenis non-probability sampling dengan kombinasi metode purposive sampling - accidental sampling - quota sampling. Teknik analisis yang dipergunakan untuk menganalisis data adalah SEM (Structural Equation Model).

Hasil Squared Multiple Correlations menunjukkan bahwa variabel behavioral intention dipengaruhi oleh variabel patient satisfaction, perceived value, trust, dan service quality. Variabel patient satisfaction dipengaruhi oleh variabel service quality. Variabel perceived value dipengaruhi oleh variabel service quality, sedangkan variabel trust dipengaruhi oleh variabel service quality. Variabel service quality, patient satisfaction, dan trust berpengaruh positif signifikan terhadap behavioral intention.

Penelitian ini berkesimpulan bahwa service quality memiliki pengaruh positif signifikan terhadap patient satisfaction, perceived value, trust dan behavioral intention pasien. Patient satisfaction dan trust memiliki pengaruh positif signifikan terhadap behavioral intention pasien. Sementara perceived value memiliki pengaruh negatif terhadap behavioral intention pasien. Penelitian ini bermanfaat bagi pihak manajemen Rumah Sakit Siloam Bali dan para pimpinan rumah sakit lain sebagai masukan tentang persepsi pasien mengenai kualitas pelayanan dalam rangka mempertahankan pasien lama rumah sakit dan sebagai dasar dan langkah awal evaluasi berkala dalam penilaian kualitas pelayanan kepada pasien. Metode pembayaran pelayanan berupa pembayaran mandiri atau menggunakan asuransi tampaknya akan turut mempengaruhi jawaban responden dan dapat memberikan hasil analisis yang berbeda, oleh karena itu diharapkan penelitian selanjutnya dapat lebih baik melengkapi kekurangan tersebut.

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**Kata kunci : Service quality, patient satisfaction, perceived value, trust, behavioral intention**

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