

**MODEL *MEMORABLE PATIENT EXPERIENCE* DALAM
MENINGKATKAN LOYALITAS PASIEN**

(Survey terhadap Pasien Klinik Gigi di Jawa Barat)

DISERTASI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh
Gelar Doktor pada Program Studi Doktor Manajemen
Konsentrasi Manajemen Pemasaran



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2024**

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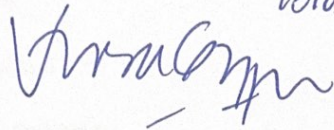
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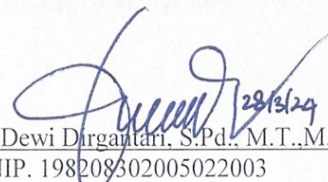
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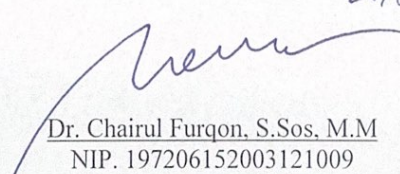
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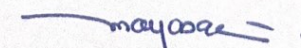
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ABSTRAK

Julia Famor Pratami, 2104995. **Model *Memorable Patient Experience* dalam Meningkatkan Loyalitas Pasien pada Klinik Gigi di Jawa Barat**, di bawah bimbingan Prof. Dr. Vanessa Gaffar, SE., Ak., MBA, Dr. Puspo Dewi Dirgantari, S.Pd., M.T.,M.M., Dr. Chairul Furqon, S.Sos, M.M

Loyalitas Pasien masih rendah pada klinik gigi di Jawa Barat, padahal loyalitas pasien sangat penting untuk menunjang kemajuan dan keberlangsungan klinik. Penelitian ini mengembangkan model *memorable patient experience* yang bertujuan untuk meningkatkan loyalitas pasien. Selain itu, *memorable patient experience* dikembangkan karena adanya keterbatasan pembahasan mengenai pengalaman pasien yang mengesankan terutama di klinik gigi. Tujuan dari penelitian ini adalah untuk mengembangkan dan menguji model *memorable patient experience*. Metode penelitian yang digunakan yakni kuantitatif dengan teknik pengumpulan data menggunakan *simple random sampling*. Penyebaran kuesioner memperhatikan kriteria responden yang merupakan pasien pada klinik gigi di Jawa Barat. Analisis data menggunakan Struktural Equation Modeling (SEM). Hasil penelitian ini menunjukkan bahwa gambaran Inovasi, *Memorable Patient Experience*, *Patient Involvement*, Kepuasan Pasien dan Loyalitas Pasien pada Klinik Gigi di Jawa Barat berada pada kategori tinggi. *Total effect* tertinggi diberikan oleh hubungan Inovasi yang mempengaruhi Loyalitas Pasien secara signifikan melalui mediasi *memorable patient experience*. Rekomendasi yang diberikan dari hasil penelitian ini yaitu manajemen klinik perlu mengembangkan layanan prioritas serta mendorong keterlibatan pasien secara aktif dalam proses perawatan sehingga hasil perawatan yang didapatkan lebih optimal dan tercipta loyalitas pasien.

Kata Kunci : Inovasi, *Memorable Patient Experience*, *Patient Involvement*, Kepuasan Pasien, Loyalitas Pasien dan Klinik Gigi

ABSTRACT

*Julia Famor Pratami, 2104995. **Memorable Patient Experience Model in Increasing Patient Loyalty at Dental Clinic in West Java**, under the guidance of Prof. Dr. Vanessa Gaffar, SE., Ak., MBA, Dr. Puspo Dewi Dirgantari, S.Pd., M.T.,M.M., Dr. Chairul Furqon, S.Sos, M.M*

Patient loyalty is still low in dental clinics in West Java, even though patient loyalty is very important to support the progress and sustainability of the clinic. This research develops a memorable patient experience model which aims to increase patient loyalty. Apart from that, memorable patient experience was developed due to limited discussion of memorable patient experiences, especially in dental clinics. This research aims to develop and test a memorable patient experience model. This research uses quantitative methods with data collection techniques using simple random sampling. The distribution of questionnaires took into account the criteria for respondents who were patients at dental clinics in West Java. Data analysis uses Structural Equation Modeling (SEM). The results of this research show that the description of Innovation, Memorable Patient Experience, Patient Involvement, Patient Satisfaction and Patient Loyalty at Dental Clinics in West Java is in the high category. The highest total effect is provided by the Innovation relationship which significantly influences Patient Loyalty through the mediation of memorable patient experience. The recommendation given from the results of this research is that clinic management needs to develop priority services and encourage active patient involvement in the treatment process so that the treatment results obtained are more optimal and patient loyalty is created.

Key words : Innovation, Memorable Patient Experience, Patient Involvement, Patient Satisfaction, Patient Loyalty dan Dental Clinic

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