

**MODEL PATIENT LOYALTY MELALUI CHILD-FRIENDLY DENTAL
CLINIC EXPERIENCE DAN SERVICE QUALITY
PADA KLINIK GIGI DI JAWA BARAT**

DISERTASI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh
Gelar Doktor Ilmu Manajemen



Oleh:

Yogi Suprayogi

NIM 2104936

**PROGRAM STUDI DOKTOR MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA**

2024

**MODEL *PATIENT LOYALTY* MELALUI *CHILD-FRIENDLY DENTAL CLINIC EXPERIENCE* DAN *SERVICE QUALITY*
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DISERTASI

Oleh
Yogi Suprayogi

Dr. UPI Bandung, 2024
M.M UNSRI Palembang, 2014
S.E UNSRI Palembang 2009

Sebuah Disertasi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Doktor Pendidikan (Dr.) pada Fakultas Pendidikan Ekonomi dan Bisnis

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Universitas Pendidikan Indonesia
Februari 2024

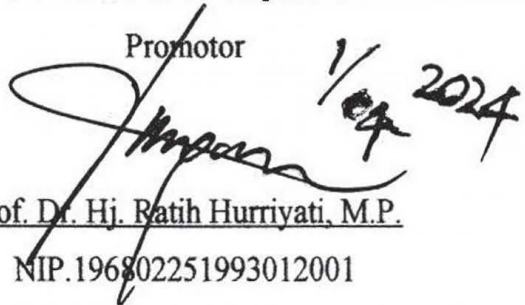
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LEMBAR PENGESAHAN

MODEL PATIENT LOYALTY MELALUI CHILD-FRIENDLY DENTAL CLINIC EXPERIENCE DAN SERVICE QUALITY PADA KLINIK GIGI DI JAWA BARAT

Disetujui dan disahkan oleh panitia disertai:

Promotor

 1/04 2024
Prof. Dr. Hj. Ratih Hurriyati, M.P.

NIP.196802251993012001

Ko Promotor


Dr. Chairul Furqon, S.Sos., M.M

NIP.197206152003121009

Anggota


Dr. Heny Hendrayati S.IP., M.M

NIP.197610112005012002

Mengetahui Ketua Program Studi

Doktor Manajemen


Dr. Maya Sari, S.E., M.M

NIP.197107052002122007

LEMBAR PERNYATAAN

Saya yang bertanda tangan di bawah ini:

Nama : Yogi Suprayogi

Tempat Tanggal Lahir: Makarti Jaya, 20 April 1987

Prodi : Doktor Manajemen – FPEB

Universitas Pendidikan Indonesia

NIM : 2104936

Dengan ini saya menyatakan bahwa penelitian disertasi dengan judul “**MODEL PATIENT LOYALTY MELALUI CHILD-FRIENDLY DENTAL CLINIC EXPERIENCE DAN SERVICE QUALITY PADA KLINIK GIGI DI JAWA BARAT**” ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini saya siap menanggung risiko/sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

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Bandung, Juli 2024

Yang membuat pernyataan,

Yogi Suprayogi
NIM 2104936

KATA PENGANTAR

Alhamdulillah, puji dan syukur penulis panjatkan ke hadirat Allah SWT yang telah memberikan kemudahan sehingga dapat menyelesaikan penyusunan disertasi yang merupakan salah satu persyaratan untuk memperoleh gelar Doktor Manajemen di Sekolah Pascasarjana Universitas Pendidikan Indonesia.

Melalui penelitian ini penulis mengembangkan bagaimana Strategi Marketing Perguruan Tinggi Swasta dengan **“MODEL PATIENT LOYALTY MELALUI CHILD-FRIENDLY DENTAL CLINIC EXPERIENCE DAN SERVICE QUALITY PADA KLINIK GIGI DI JAWA BARAT”**. Variabel yang penulis gunakan adalah *Service Quality*, *Child-Friendly Dental Clinic Experience*, *Patient Satisfaction* dan *Patient Loyalty*.

Penulis berharap bahwa disertasi ini merupakan karya terbaik yang dapat penulis persembahkan, tetapi penulis menyadari bahwa tidak tertutup kemungkinan didalamnya terdapat kekurangan-kekurangan. Oleh karena itu kritik dan saran yang membangun sangat penulis harapkan. Akhir kata semoga temuan-temuan yang ada dalam disertasi ini dapat memberikan manfaat bagi Perguruan Tinggi khususnya dalam meningkatkan kepuasan mahasiswa pada Perguruan Tinggi Swasta, dan bagi pembaca untuk menambah khasanah ilmu pengetahuan.

Bandung, Juli 2024

Yogi Suprayogi

UCAPAN TERIMA KASIH

Bismillahirrohmanirrahim

Alhamdulillahirobbil'alamin, puji yang hakiki dan puja yang sempurna penulis panjatkan ke hadirat Allah SWT yang telah memberikan kemudahan sehingga dapat menyelesaikan penelitian disertasi yang merupakan salah satu persyaratan akademik untuk memperoleh gelar Doktor Manajemen di Sekolah Pascasarjana Universitas Pendidikan Indonesia yang berjudul "**MODEL *PATIENT LOYALTY* MELALUI *CHILD-FRIENDLY DENTAL CLINIC EXPERIENCE* DAN *SERVICE QUALITY* PADA KLINIK GIGI DI JAWA BARAT**".

Penulisan disertasi ini tidak lepas dari dukungan dan bantuan dari berbagai pihak. Oleh karena itu, penulis ingin memberikan penghormatan yang setinggi-tingginya dan rasa terimakasih yang setulus-tulusnya kepada:

1. Prof. Dr. M. Solehuddin, M.Pd., MA, *Rektor* Universitas Pendidikan Indonesia (*UPI*) yang telah memberikan kesempatan kepada penulis untuk menempuh pendidikan di Universitas Pendidikan Indonesia.
2. Prof. Dr. Adiwijaya, S.Si., M.Si., *Rektor Telkom University* (TEL-U) yang telah memberikan izin dalam menempuh Pendidikan Doktor Manajemen di UPI dan selalu menginspirasi penulis tentang kerja keras dan cinta keluarga.
3. *Prof. Dr. Eeng Ahman, Dekan* Fakultas Pendidikan Ekonomi dan Bisnis yang telah memberikan kesempatan kepada penulis untuk menempuh pendidikan di Fakultas Pendidikan Ekonomi dan Bisnis.
4. Dr. Maya Sari, MM, *Ketua Program Studi Manajemen Sekolah Pasca Sarjana beserta jajarannya* yang telah memberikan kesempatan, fasilitas dan motivasi kepada penulis untuk menempuh pendidikan di Doktor Manajemen.
5. Prof. Dr. Hj. Ratih Hurriyati, MP, *Ketua Konsentrasi Pemasaran, sekaligus sebagai Ketua Promotor dan Pembimbing Akademis* yang

senantiasa menjadi penyemangat agar disertasi dan pendidikan di Doktor Manajemen segera selesai.

6. Dr. Chairul Furqon, S.Sos., M.M, Selaku Co-Promotor yang senantiasa membimbing dan mengajarkan arti ikhlas dan kesabaran yang sesungguhnya.
7. Dr. Hj. Heny Hendrayati S.IP, M.M selaku anggota Promotor selalu memotivasi dan memberikan waktu kepada penulis dalam penyusunan disertasi.
8. Dr. Bambang Widjajanta. M.M. selaku penguji yang telah memberikan bimbingan dan arahan kepada penulis dalam penyusunan disertasi.
9. Dr. Adhi Prasetyo selaku penguji yang telah memberikan kemudahan dalam bimbingan, arahan yang sangat berarti bagi penulis dalam penyusunan disertasi.
10. Kedua orang tua penulis H. Oe Oe Abdul Syukur, S.P dan Hj. Romlah yang senantiasa memberikan dukungan dan doa disetiap perjuangan yang dilalui anak-anaknya.
11. Kedua mertua penulis Drs. H. Ade Suherman, M.Si., dan apt., Hj. Ai Farida yang selalu memotivasi dan mengasihi seperti anak sendiri, selalu mendoakan yang terbaik bagi anak menantunya.
12. Istri penulis terkasih, apt., Selvia Yunita, S.Si., drg., Sp. KGA yang senantiasa mendampingi sebagai pendukung setia pada setiap cita dan cinta yang ingin penulis raih.
13. Kedua putra solehku, Danish Rayyan Prayogi dan Muhammad Azkhan Irtiza Prayogi. Sebagai anak mereka menjadi guru yang mengajarkan ayahanda tentang makna cinta, ketulusan, kebersamaan dan cara menyemai kebahagiaan dengan sederhana.
14. Kakak-kakak tersayang: H. Muhammad Ifan Fahriansyah, S.KM., M. Kes., yang banyak mengajarkan mengenai ibadah. drg. Didi Wahyudi., M. Kes., motivasi dalam menuntut ilmu hingga puncak tertinggi. Eva Satyva, S. Kom., senantiasa menenangkan penulis disaat hambatan datang selama menempuh pendidikan. dr. Rika

Handayani, Sp. OG., yang meyakini bahwa semua yang dimulai dengan izin Allah S.W.T juga akan dapat diselesaikan. dr. Budi Santoso, M.Kes., yang tulus membantu penulis dari sebelum pendidikan dimulai hingga saat ini telah terselesaikan. Dr. Puspita Kencana Sari, S. Kom., M. T. I., sebagai mentor berbagi, memberikan masukan dan bimbingan dalam Pendidikan Doktor dan profesi.

15. Teman-teman seperjuangan DM A UPI dan teman-teman Angkatan 2021. Sungguh ini merupakan persaudaraan tanpa ikatan darah, kebahagiaan, kesulitan yang kita lalui bersama selama Pendidikan Doktor.
16. Sahabat Dr. Ilham Soetansah, S.H., M.M., yang senantiasa tidak tenang teman berada di zona nyaman, selalu memberikan masukan ruang perbaikan dan peningkatan potensi diri
17. Semua rekan kerja, Prodi. Adminitrasi Bisnis Fakultas Komunikasi Bisnis Universitas Telkom yang mendukung baik secara pribadi maupun organisasi yang tidak dapat penulis sebutkan satu-persatu. Semoga Allah SWT membalas kebaikannya dengan syurga.

Penulis menyadari bahwa didalam penelitian ini terdapat kekurangan-kekurangan. Oleh karena itu kritik dan saran yang membangun sangat penulis harapkan. Akhir kata semoga temuan-temuan yang ada dalam disertasi ini dapat memberikan manfaat bagi Perguruan Tinggi Swasta di Jawa Barat khususnya dalam meningkatkan kinerja Perguruan Tinggi, dan bagi pembaca utuk menambah khasanah ilmu pengetahuan dan menjadi saksi untuk meringankan hisab penulis di hadapan Allah SWT kelak.

Bandung, Juli 2024

Yogi Suprayogi

ABSTRAK

Yogi Suprayogi, 2104936. **MODEL PATIENT LOYALTY MELALUI CHILD-FRIENDLY DENTAL CLINIC EXPERIENCE DAN SERVICE QUALITY PADA KLINIK GIGI DI JAWA BARAT**, di bawah bimbingan Prof. Dr. Hj. Ratih Hurriyati, M.P.; Dr. Chairul Furqon, S.Sos., M.M.; Dr. Heny Hendrayati S.IP, M.M.

Provinsi Jawa Barat sebagai provinsi dengan jumlah klinik terbanyak dan persaingan bisnis klinik yang tinggi juga terkena dampak pandemi. Tingginya angka karies gigi anak yang disebabkan rendahnya kunjungan ke dokter gigi menunjukkan bahwa pertumbuhan sektor kesehatan belum sepenuhnya berdampak pada peningkatan kesehatan gigi masyarakat. *Patient Loyalty* masih sangat rendah pada klinik gigi mengingat tingginya persaingan dan kurangnya kesadaran masyarakat akan kesehatan gigi. Penelitian ini mengembangkan model variabel *Child-Friendly Dental Clinic Experience* dikarenakan keterbatasan teori *Customer Experience* yang dinilai belum memadai secara semantik maupun fungsional. Dimensi *Child-Friendly Dental Clinic Experience* yang dikembangkan yaitu *Social Interaction*, *Beauty*, *Service Excellence*, *Contact Alternative* dan *A Child-Friendly Dental Clinic with Sensory Experience*. Penelitian ini juga bertujuan untuk mengembangkan dan menguji model *Child-Friendly Dental Clinic Experience* yang disintesis dari *Customer Experience* dan *Child-Friendly Dental Clinic Experience*. Penelitian ini menggunakan metode kuantitatif dengan teknik pengumpulan data menggunakan *purposive sampling*. Penyebaran kuesioner memperhatikan kriteria responden yang merupakan pasien gigi dengan kunjungan lebih dari satu kali pada klinik gigi di Jawa Barat dengan kategori *Child-Friendly Dental Clinic*. Analisis data menggunakan SEM dengan total 400 orang tua pasien gigi anak. Hasil penelitian menunjukkan *Service Quality* berpengaruh secara signifikan terhadap *Child-Friendly Dental Clinic Experience*, *Patient Satisfaction* dan *Patient Loyalty*. Variabel *novelty Child-Friendly Dental Clinic Experience* berhasil berperan memediasi *Service Quality* yang berpengaruh signifikan terhadap *Patient Loyalty*. Variabel mediasi *Patient Satisfaction* menjadi variabel mediasi *Service Quality* yang berpengaruh signifikan dan memiliki pengaruh tertinggi terhadap *Patient Loyalty*. Klinik gigi dalam upaya menciptakan dan mempertahankan loyalitas pasien disarankan untuk mempertimbangkan variabel *Service Quality*, *Child-Friendly Dental Clinic Experience*, *Patient Satisfaction* dan *Patient Loyalty*. Penelitian ini diharapkan membantu usaha klinik gigi dapat berkembang dan mampu bersaing.

Kata kunci: Klinik Gigi, *Service Quality*, *Child-Friendly Dental Clinic Experience*, *Patient Satisfaction*, *Patient Loyalty*.

ABSTRACT

Yogi Suprayogi, 2104936. **MODEL PATIENT LOYALTY MELALUI CHILD-FRIENDLY DENTAL CLINIC EXPERIENCE DAN SERVICE QUALITY PADA KLINIK GIGI DI JAWA BARAT**, under the guidance of Prof. Dr. Hj. Ratih Hurriyati, M.P.; Dr. Chairul Furqon, S.Sos., M.M.; Dr. Heny Hendrayati S.IP, M.M.

West Java Province, the province with the largest number of clinics and high competition in the clinic business, has also been affected by the pandemic. The high number of children's dental caries caused by low visits to dentists shows that the growth of the health sector has not fully had an impact on improving people's dental health. Patient loyalty is still very low in dental clinics considering the high competition and lack of public awareness of dental health. This research developed variable model the Child-Friendly Dental Clinic Experience due to the limitations of Customer Experience theory which was deemed inadequate semantically and functionally. The Child-Friendly Dental Clinic Experience dimensions developed are Social Interaction, Beauty, Service Excellence, Contact Alternative, and A Child-Friendly Dental Clinic with Sensory Experience. This research also aims to develop and test the Child-Friendly Dental Clinic Experience model which is synthesized from Customer Experience and Child-Friendly Dental Clinic Experience. This research uses quantitative methods with data collection techniques using purposive sampling. The distribution of the questionnaire took into account the criteria for respondents who were dental patients with more than one visit to a dental clinic in West Java in the Child-Friendly Dental Clinic category. Data analysis used SEM with a total of 400 parents of pediatric dental patients. The research results show that Service Quality has a significant effect on Child-Friendly Dental Clinic Experience, Patient Satisfaction, and Patient Loyalty. The novelty Child-Friendly Dental Clinic Experience variable successfully plays a mediating role in Service Quality which has a significant effect on Patient Loyalty. The mediating variable Patient Satisfaction is the mediating variable for Service Quality which has a significant effect and has the highest influence on Patient Loyalty. Dental clinics to create and maintain patient loyalty are advised to consider the variables of Service Quality, Child-Friendly Dental Clinic Experience, Patient Satisfaction, and Patient Loyalty. This research is expected to help dental clinic businesses develop and be able to compete.

Keywords: *Dental clinics, service quality, child-friendly dental clinic experience, patient satisfaction, patient loyalty.*

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