

ANALISIS PENGARUH KUALITAS PELAYANAN INTI DAN PERIPHERAL TERHADAP SIKAP PASIEN YANG MENENTUKAN PERILAKU PEMILIHAN PELAYANAN RUMAH SAKIT (STUDI PADA TELOGOREJO HEART CENTRE)

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ABSTRAKSI

This study focuses on the implementation of patient attitude impacting on the behaviour of service selection of Heart Centre Care in Telogorejo Hospital Semarang. As a hospital providing a Heart Centre Care, Telogorejo Hospital Semarang should be able to provide satisfactory services, in accordance with the expectations of the patient of Heart Centre Care in Telogorejo Hospital Semarang. Referring to the empirical findings, the problem formulated in this study is 'How does the quality of the core service and peripheral influence on the patient attitude impacting on behaviour of Hospital services selection?' To solve the problem of the study, we conducted literature reviews directed to float the eight hypothesis of the nine constructs studied. The hypothesis was tested by analytical techniques of Structural Equation Modelling (SEM) which is operated through the AMOS program. Empirical data needed to test this hypothesis was obtained from 140 questionnaires distributed to respondents who are the patients in Heart Centre Care of Telogorejo Semarang. The results of the research model analysis test showed that the model can be accepted based on the model indexes so that it can be concluded that the model developed can be accepted while the hypothesis of causality test results indicate that of the eight hypotheses tested in this study, there are five hypotheses that can be accepted and statistically proven and three other hypothesis is rejected and were not statistically proven. The hypothesis testing results show that the patient's behaviour is influenced by the attitude of the patient and the patient's attitude is influenced by the physician, medical equipment, information, and reputation. Keywords: physician, medical equipment, information, and reputation /brand, location/place, hospitality, nurse, attitude, behaviour ABSTRAK Penelitian ini fokus pada implementasi sikap pasien yang berdampak pada perilaku pemilihan pelayanan Heart Centre yang ada pada Ru