

# **Pengaruh Kualitas Pelayanan Terhadap *Behavioral Compliance* Dengan Kepuasan Pasien Sebagai Variabel Mediasi Dan Nilai Yang Dipersepsikan Sebagai Pemoderasi**

## **Abstrak**

Kajian tentang *behavioral compliance* khususnya pada sektor kesehatan telah mendapat perhatian baik bagi akademisi maupun praktisi. Penelitian ini bertujuan untuk menginvestigasi dampak kepuasan pasien sebagai variabel mediasi antara kualitas pelayanan dan *behavioral compliance* serta menguji peran nilai yang dipersepsikan sebagai pemoderasi. Teknik pengambilan sampel yang dipergunakan dalam penelitian ini adalah *purposive sampling* dimana jumlah sampel yang dipergunakan sebanyak 72 responden. Hasil penelitian mengungkapkan bahwa kualitas pelayanan berpengaruh positif terhadap kepuasan pasien dan selanjutnya kepuasan pasien berpengaruh terhadap *behavioral compliance*. Secara spesifik hasil penelitian ini mengungkapkan kepuasan pasien berperan sebagai variabel mediasi antara kualitas pelayanan dan *behavioral compliance*. Disisi lain nilai yang dipersepsikan berdampak positif terhadap kepuasan pasien, namun tidak memoderasi hubungan antara kualitas pelayanan terhadap kepuasan pasien.

Kata kunci: Kualitas Pelayanan, Kepuasan Pasien, *Behavioral Compliance*, dan Nilai Yang Dipersepsikan

## **The Effect of Service Quality on Behavioral Compliance: The Role of Patient Satisfaction as Mediation dan Perceived Value as Moderator**

### **Abstract**

The notion of behavioral compliance in healthcare sector has been getting a great attention for academicians and practitioners. The purpose of this study was to investigate the effect of patient satisfaction as mediation on the relationship between service quality and behavioral compliance. Besides, this study also examined the role of perceived value as moderator. The sampling technique used in this study was purposive sampling whereas the numbers of used samples were 72 respondents. The results of this study revealed that service quality had positive effect on patient satisfaction and furthermore patient satisfaction was also found to have positive effect on behavioral compliance. Specifically, this study displayed that patient satisfaction played as mediator on the relationship between service quality and behavioral compliance. On the other hands, perceived value had positive effect on patient satisfaction, however it did not moderate the relationship between service quality and patient satisfaction.

**Keywords:** Service Quality, Patient satisfaction, Behavioral Compliance, and Perceived Value