

Pengaruh Kualitas Pelayanan terhadap *Behavioral Intention* dengan Kepuasan Pasien sebagai Mediasi dan Patient Safety sebagai Antecedent

Abstrak

Isu *behavioral intention* menjadi aspek penting, baik bagi praktisi maupun akademisi. Penelitian ini bertujuan untuk menginvestigasi peranan kepuasan pasien sebagai mediasi antara kualitas pelayanan dan *behavioral intention* serta menguji patient safety sebagai variabel antesedennya. Target populasi dalam penelitian ini adalah seluruh pasien di RSGM Baiturrahmah Padang periode 2018. Teknik penarikan sampel yang digunakan adalah *purposive sampling* dengan jumlah sampel sebanyak 85 orang responden. Hasil penelitian ini menemukan kualitas pelayanan berpengaruh positif terhadap kepuasan pasien dan *behavioral intention*, selanjutnya *patient safety terbukti memiliki pengaruh positif terhadap kualitas pelayanan*. Terakhir, kepuasan pasien memediasi hubungan antara kualitas pelayanan dan *behavioral intention* pasien.

Kata kunci : *Behavioral Intention*, Kepuasan Pasien, Kualitas Pelayanan, dan *Patient Safety*

The Impact of Service Quality on Behavioral Intention: The Role of Patient Satisfaction as Mediation and Patient Safety as Antecedent

Abstract

The issues of behavioral intention has been important aspect either in academic no-or practice areas. The purpose of this study is to investigate the role of patient satisfaction as mediator on the relationship between service quality and behavioral intention. This study also examines patient safety as antecedent variable on service quality. The population of the study is all patients in teeth and mouth hospital of Baiturrahmah Padang who registered in the period of 2018. the study was employed purposive sampling for sampling technique whereas the number of sample were 85 responsiveness. The result of this study refiled that service quality has been found to have positive effect on patient satisfaction and behavioral intention. Furthermore, patient safety have positive effect on service quality. Finally patient satisfaction was found to have mediating effect on the relationship between service quality and behavioral intention.

Keywords : Behavioral Intention, Patient Satisfaction, Service Quality, and Patient Safety