

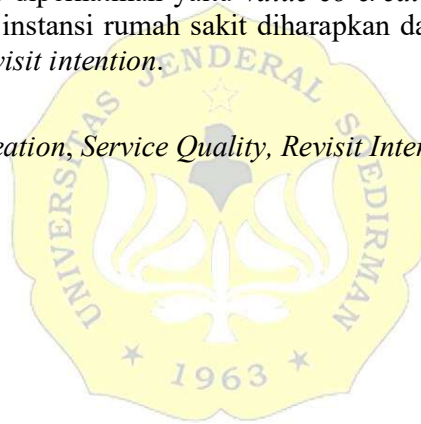
## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Value Co-Creation* dan *Service Quality* terhadap Peningkatan *Revisit Intention* yang Dimediasi *Patient Satisfaction* di RSGMP Unsoed Purwokerto. Populasi dalam penelitian ini adalah pasien di RSGMP Unsoed Purwokerto. Penelitian ini merupakan penelitian survei.

Hasil penelitian ini menunjukkan bahwa: (1) *Value Co-creation* tidak memiliki pengaruh positif terhadap *revisit intention*; (2) *Service quality* memiliki pengaruh positif terhadap *revisit intention*; (3) *Patient satisfaction* memiliki pengaruh positif terhadap *revisit intention*; (4) *Value Co-creation* tidak memiliki pengaruh positif terhadap *patient satisfaction*; (5) *Service quality* memiliki pengaruh positif terhadap *patient satisfaction*; (6) *Value Co-creation* tidak memiliki pengaruh positif terhadap *revisit intention* yang dimediasi oleh *patient satisfaction*; (7) *Service quality* memiliki pengaruh positif terhadap *revisit intention* yang dimediasi oleh *patient satisfaction*.

Implikasi dari penelitian ini yaitu terkait dengan *revisit intention* harus terus ditingkatkan sehingga pasien dapat melakukan kunjungan kembali ketika membutuhkan pelayanan kesehatan. Beberapa cara yang dapat dilakukan guna meningkatkan *revisit intention* adalah dengan memperhatikan beberapa faktor yang berkaitan di dalamnya. Selain itu dalam *service quality* perlu diperhatikan lebih lanjut. Faktor terakhir dalam *revisit intention* yang perlu diperhatikan yaitu *value co-creation*. Semakin baik *value co-creation* antara pasien dan instansi rumah sakit diharapkan dapat meningkatkan pengaruh yang diberikan terhadap *revisit intention*.

**Kata Kunci:** *Value Co-Creation, Service Quality, Revisit Intention, Patient Satisfaction*



## **ABSTRACT**

*This study aims to determine the effect of Value Co-Creation and Service Quality on Increasing Revisit Intention Mediated by Patient Satisfaction at RSGMP Unsoed Purwokerto. The population in this study were patients at RSGMP Unsoed Purwokerto. This research is a survey research.*

*The results of this study indicate that: (1) Value Co-creation does not have a positive effect on revisit intention; (2) Service quality has a positive influence on revisit intention; (3) Patient satisfaction has a positive effect on revisit intention; (4) Value Co-creation does not have a positive effect on patient satisfaction; (5) Service quality has a positive influence on patient satisfaction; (6) Value Co-creation does not have a positive effect on revisit intention which is mediated by patient satisfaction; (7) Service quality has a positive influence on visit intention mediated by patient satisfaction.*

*The implication of this study is that it is related to revisit intention that must be continuously improved so that patients can make return visits when they need health services. Several ways that can be done to increase revisit intention are by paying attention to several factors related to it. In addition, the service quality needs further attention. The last factor in revisit intention that needs attention is value co-creation. The better the value co-creation between the patient and the hospital institution, it is hoped that it will increase the influence it has on revisit intention.*

**Keywords:** *Value Co-Creation, Service Quality, Revisit Intention, Patient Satisfaction*

