

CHAPTER V

CONCLUSIONS AND IMPLICATIONS

A. Conclusions

Based on the results of research conducted on patients at the Periodontics Clinic of RSGMP Unsoed, the following conclusions can be drawn:

1. Technical quality has a positive effect on patient experience. This indicates that the technical quality of services, including the accuracy of medical procedures, the clinical competence of healthcare personnel, and the timeliness of service delivery, greatly influence the patient experience.
2. Functional quality has a positive effect on patient experience. Functional quality, which is evident through good communication, high responsiveness, professionalism, empathy from healthcare workers, and assurance of service, can create a pleasant relationship for patients.
3. Hospital Image has a positive impact on Patient Experience. A positive image of the hospital, built through the institution's reputation, the expertise of its medical staff, and consistently high-quality services, can increase patient trust.
4. Patient experience has a positive effect on patient satisfaction. Positive patient experiences during the service phase, whether emotional, cognitive, or sensory, directly influence their level of satisfaction. Therefore, patient experience is an important element in assessing patient satisfaction with periodontal services.

5. Patient experience mediates the relationship between technical quality and patient satisfaction. This shows that the technical quality of services does not directly contribute to patient satisfaction without involving the perceived experience. In other words, high technical quality must be transformed into a good experience in order to create maximum patient satisfaction.
6. Patient experience mediates the relationship between functional quality and patient satisfaction. Functional service quality can be more effective in increasing patient satisfaction if it is able to create a pleasant service experience.
7. Patient experience mediates the relationship between hospital image and patient satisfaction. A hospital's good image will affect the level of patient satisfaction if they feel that the service is in line with that image. Therefore, patient experience plays a key role in connecting the influence of hospital image to patient satisfaction.

Based on the results of the hypothesis evaluation, it can be concluded that patient satisfaction levels are significantly influenced by their experiences, while those experiences themselves are influenced by aspects of technical quality, functional quality, and hospital image. These results show that patient satisfaction does not arise suddenly or separately, but is the result of a series of interconnected service processes that patients undergo during their treatment.

Technical quality describes the competence of doctors and the accuracy of medical procedures, which form the basis of patient trust in the services

received. On the other hand, functional quality describes the way services are provided through interaction, communication, and the attitude of healthcare personnel, which directly affect patient comfort and feelings during treatment. In addition, the image of the hospital plays an important role in shaping patients' initial expectations and perceptions of the overall quality of service.

These three components work together to create a valuable patient experience, both emotionally, cognitively, and sensorily. This positive experience is the primary factor determining patient satisfaction with the services provided by the Periodontics Clinic at RSGMP Unsoed. In this way, patient satisfaction can be seen as a reflection of the hospital's success in managing service quality and institutional image through the patient's overall experience.

B. Implications

Based on the research results, theoretical and practical implications can be formulated as follows:

1. Theoretical Implications

- a. Future research could examine the influence of moderating variables, such as patient demographics (age, gender, education level) or frequency of visits, to determine whether the relationship between service quality, patient experience, and patient satisfaction differs across specific groups.

- b. Future researchers are advised to explore the direct relationship between technical quality, functional quality, and hospital image on patient satisfaction, so that they can consider the differences in the strength of direct and indirect influences through patient experience more comprehensively.
- c. Future research can expand the theoretical study by adopting the customer experience theory or customer value theory as the main conceptual basis, so that the theoretical perspectives used become more varied and in-depth.
- d. Future research is advised to apply this study model in different healthcare contexts, such as general hospitals, private clinics, or non-dental healthcare services, to test the consistency and generalization of findings theoretically.

2. Practical Implications

- a. Management must ensure that the technical quality of services remains consistent by implementing detailed operational procedures at every stage of periodontal care. This is to ensure that patients receive appropriate, organized, and timely medical treatment.
- b. There must be more planned service time management and treatment schedules to reduce patient waiting times, as punctuality is one of the important factors mentioned in the open questionnaire responses.
- c. It is recommended that management strengthen service communication policies, especially in conveying information about patient conditions,

treatment methods, and follow-up plans, so that patients can understand well and feel more at ease during treatment.

- d. Policies that emphasize improving empathy, courtesy, and responsiveness among healthcare personnel are needed, as the quality of interpersonal interactions has been shown to contribute greatly to positive patient experiences.
- e. Management must maintain and improve the consistency of the hospital's image by ensuring that the level of professionalism of healthcare personnel and the quality of service experienced by patients are in line with the reputation that has been built by the institution.
- f. Continuous attention is needed to the comfort of facilities and the service environment, so that the physical condition of the hospital can support a comfortable patient experience that meets their expectations.
- g. Management is advised to implement a patient-centered service approach by designing clear, easy-to-understand service pathways that are oriented towards patient needs and comfort.
- h. It is necessary to manage the overall patient experience by combining improvements in technical quality, functional quality, and hospital image in order to continuously increase patient satisfaction.

C. Research Limitations

1. This study only discusses the periodontal specialist services at RSGMP Unsoed, so the results cannot be generalized to other hospitals or types of health services.
2. This study does not specifically distinguish between the experiences of new and existing patients, even though differences in visit frequency can affect patients' expectations, perceptions, and satisfaction levels.
3. This study does not measure patients' expectations before receiving services, so the analysis of experience and satisfaction is based solely on perceptions after the service has been provided.

