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Lampiran 1: Kuesioner Penelitian

KUESIONER

Assalamu'alaikum Warahmatullahi Wabarakatuh.

Saya **Nurul Fitrah Hafid S.KM**, mahasiswa Program Studi Magister Administrasi Rumah Sakit Fakultas Kesehatan Masyarakat Universitas Hasanuddin bermaksud untuk meminta informasi kepada Bapak/ Ibu/ Saudara(i) terkait dengan penelitian tesis saya yaitu:

"Pengaruh *Brand Image, Customer Experience*, dan *Trust* terhadap Kepuasan Pasien di Instalasi Rawat Jalan RSUD Haji Kota Makassar Tahun 2024".

Tujuan penelitian ini adalah untuk menganalis pengaruh *Brand Image, Customer Experience*, dan *Trust* terhadap Kepuasan Pasien di Instalasi Rawat Jalan RSUD Haji Kota Makassar Tahun 2024.

Keikutsertaan Bapak/ Ibu/ Saudara(i) dalam penelitian ini bersifat sukarela tanpa paksaan. Saya selaku peneliti akan menjamin kerahasiaan dan hanya saya sebagai peneliti yang mengetahui data-data Bapak/ Ibu/ Saudara(i). Diharapkan Bapak/ Ibu/ Saudara(i) dalam menjawab pernyataan dapat dengan jujur tanpa keraguan. Hasil penelitian ini akan dipublikasikan di forum ilmiah terbatas tanpa menampilkan identitas Bapak/ Ibu/ Saudara(i).

Jika ada hal yang ingin ditanyakan mengenai penelitian ini dapat menghubungi nomor kontak penanggung jawab penelitian.

Makassar,   Juni 2024
Peneliti,

(Nurul Fitrah Hafid, S.KM)

Penanggung Jawab Penelitian:

Nama : Nurul Fitrah Hafid, S.KM

Tlp/HP : 0853 9608 1483

Email   : Nurulfitrahhafid@gmail.com

FORMULIR PERSETUJUAN

Yang bertanda tangan dibawah ini:

Nama :

Tanggal lahir/umur :

Alamat :

No. Hp :

      Setelah mendengar/membaca dan mengerti penjelasan yang diberikan mengenai apa yang dilakukan pada penelitian dengan judul **"Pengaruh *Brand Image, Customer Experience*, dan *Trust* terhadap Kepuasan Pasien di Instalasi Rawat Jalan RSUD Haji Kota Makassar Tahun 2024"**, maka saya bersedia berpartisipasi dalam penelitian ini. Saya mengerti bahwa pada penelitian ini ada beberapa pernyataan-pernyataan yang harus saya jawab, dan sebagai responden saya akan menjawab pernyataan yang diajukan dengan jujur.

      Saya menjadi responden bukan karena adanya paksaan dari pihak lain, tetapi karena keinginan saya sendiri dan tidak ada biaya yang akan ditanggungkan kepada saya sesuai dengan penjelasan yang sudah dijelaskan oleh peneliti.

      Saya percaya bahwa keamanan dan kerahasiaan data yang diperoleh dari saya sebagai responden akan terjamin dan saya dengan ini menyetujui semua informasi dari saya yang dihasilkan pada penelitian ini dapat dipublikasikan dalam bentuk lisan maupun tulisan dengan tidak mencantumkan nama. Bila terjadi perbedaan pendapat di kemudian hari, kami akan menyelesaikannya secara kekeluargaan.

Makassar,   Juni 2024

Responden,

(.......................................)

Jenis kepesertaan:

☐ Umum   ☐ BPJS

A. IDENTITAS RESPONDEN

1. Nomor:
2. Nama:
3. Usia
   ☐ 17-25 Tahun   ☐ 46-55 Tahun
   ☐ 26-35 Tahun   ☐ > 55 Tahun
   ☐ 36-45 Tahun

4. Jenis Kelamin
   ☐ Laki-laki   ☐ Perempuan

5. Tingkat Penddidikan
   ☐ SD   ☐ D3   ☐ lainnya
   ☐ SMP   ☐ S1   ………..
   ☐ SMA/SMK   ☐ S2

6. Pekerjaan
   ☐ PNS   ☐ Wiraswasta
   ☐ Kary. Swasta   ☐ Tidak Bekerja
   ☐ BUMN   ☐ Lainnya…….

7. Jarak rumah ke rumah sakit…
   ☐ < 5km
   ☐ > 5km

8. Berapa kali anda melakukan pemeriksaan kesehatan di RS? Sebutkan, …… Kali

B. **PETUNJUK PENGISIAN** : Berikan tanda checklist (√) pada pada plihan jawaban yang paling benar sesuai dengan pengetahuan yang anda miliki.

C. **DAFTAR PERNYATAAN**

Berikan tanda checklist (√) pada plihan jawaban yang paling benar sesuai dengan pengetahuan yang anda miliki pada kolom SS, S, KS, TS, STS

Keterangan:

SS	**= Sangat Setuju**	**TS**	**= Tidak Setuju**
S	**= Setuju**	**STS**	**= Sangat Tidak Setuju**

a. Brand Image

No	Pernyataan	Kode Jawaban			
		SS	S	TS	STS
	Favorability of brand association				
1	Rumah Sakit ini memberikan pelayanan yang bermutu dan sesuai harapan saya				
2	Saya merasa nyaman ketika berkonsultasi di RS ini				
3	Rumah sakit ini memiliki citra yang baik				
4	Saya cenderung merekomendasikan RS ini				
	Strength of brand association				
5	Rumah Sakit ini memiliki fasilitas yang lengkap				
6	Rumah sakit ini memiliki tarif layanan yang terjangkau				
7	Rumah sakit ini memiliki lokasi yang strategis				
8	Dokter melakukan praktik di poli sesuai jadwal dan tepat waktu				
9	Rumah sakit ini memiliki kecepatan pelayanan yang baik				
	Uniqueness of brand association				
10	Nama rumah sakit mudah di ingat				
11	Pelayanan di Rumah Sakit bernuansa islami				

b. Customer Experience

No	Pernyataan	Kode Jawaban			
		SS	S	KS	TS
	Sense				
1	Lingkungan di area Rumah sakit bersih				
2	Ruang pemeriksaan memiliki pencahayaan yang baik				
3	Warna dinding ruang pemeriksaan membuat keteduhan di hati saya (enak dipandang)				
4	Suhu diruang tunggu tidak membuat saya gerah atau kepanasan				
5	Ruangan di poli harum				
	Feel				
6	Saya merasa senang ketika berkomunikasi dengan dokter maupun perawat di RS				
7	Saya merasa mendapatkan pelayanan yang ramah dari petugas medis maupun non medis di rumah sakit				
8	Saya merasa transaksi di RS ini mudah				
	Think				
9	Informasi medis (terkait penyakit) yang diberikan kepada saya sangat jelas dan mudah saya pahami.				
10	Rumah sakit memberikan kemudahan dalam proses pemberian pelayanan				
11	Saya berpikir bahwa rumah sakit ini dapat menjadi rekomendasi rumah sakit di Makassar				
	Act				
12	Saya sering berbagi pengalaman tentang produk jasa / layanan di rumah sakit dengan orang lain				
13	Saya merekomendasikan rumah sakit ini kepada orang lain				
	Relate				
14	Saya memiliki hubungan baik dengan staff medis di RS ini				
15	Dokter memberikan informasi yang jelas tentang keadaan saya				
16	Dalam keadaan membutuhkan bantuan perawat selalu hadir untuk membantu saya				
17	Perawat memberikan informasi yang saya butuhkan selama pemeriksaan				

c. *Trust*

No	Pernyataan	Kode Jawaban			
		SS	S	KS	TS
Credibility					
1	Ketepatan waktu tindakan/perawatan seperti yang telah disepakati				
2	Dokter menjelaskan tujuan dari pemeriksaan kesehatan yang saya jalani				
3	Citra rumah sakit sangat baik				
Reliability					
4	Setiap kunjungan proses pelayanan yang diberikan oleh pihak RS baik				
5	Pegawai memberikan kepastian kepada pasien terkait lama saya harus menunggu				
Intimacy					
6	Staff medis berterus terang dan terbuka tentang situasi yang dihadapi pasien				
7	Cara petugas menyampaikan kondisi kesehatan membuat saya tenang				
Self Orientation					
8	Staff medis sangat berfokus pada masalah yang terjadi				
9	Dokter selalu tepat waktu				
10	Petugas cepat tanggap dalam memberikan pelayanan terhadap pasien				

Berikan tanda checklist (√) pada plihan jawaban yang paling benar sesuai dengan pengetahuan yang anda miliki pada kolom SP, P, TP, STP

Keterangan:

SP   = Sangat Puas

P   = Puas

TP   = Tidak Puas

STP   = Sangat Tidak Puas

d. Kepuasan Pasien

No	Pernyataan	Kode Jawaban			
		SP	P	TP	STP
Interpersonal Manner					
1	Staff medis memberikan perhatian selama proses pemeriksaan				
2	Staff medis bersikap ramah selama proses pelayanan				
3	Staff medis bersikap empati/peduli terhadap kondisi saya				
Technical Quality					
4	Ketika datang berobat, petugas administrasi selalu ada ditempat				
5	Penjelasan secara menyeluruh oleh dokter mengenai diagnosis penyakit yang saya derita				
6	Ketersediaan fasilitas yang digunakan				
Accesibility/convenience					
7	Ketersediaan informasi tentang fasilitas layanan rumah sakit				
8	Waktu tunggu pelayanan				
9	Saya leluasa menyampaikan kondisi kesehatan saya pada dokter				
Finances					
10	Kejelasan informasi harga/biaya				
11	Biaya pengobatan di rumah sakit ini lebih murah dibandingkan dengan pelayanan yang saya dapat				
12	Kemudahan prosedur pembayaran/administrasi				
Efficacy/Outcome					
13	Keseluruhan pelayanan yang diberikan dokter selama poli rawat jalan				
14	Keseluruhan pelayanan yang diberikan perawat/petugas selama poli rawat jalan				
15	Keseluruhan pelayanan rawat jalan di rumah sakit Ini				

No	Pernyataan	Kode Jawaban			
		SP	P	TP	STP
Continuity					
16	Kemudahan prosedur untuk mendapatkan pelayanan				
17	Kesesuaian jadwal poli dokter				
18	Ketepatan waktu poli				
Physical environment					
19	Keindahan lingkungan rumah sakit				
20	Kebersihan lingkungan rumah sakit				
21	Kenyamanan lingkungan rumah sakit				
Availability					
22	Ketersediaan petunjuk arah di RS ketika menuju ke ruangan lain agar tidak tersesat				
23	Ketersediaan informasi tentang fasilitas layanan rumah sakit				
24	Ketersediaan obat				

Lampiran 2. *Output* SPSS Uji Validitas dan Uji Reliabilitas
1. Output uji validitas kuesioner *brand image*

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	Brand Image
X1.1	Pearson Correlation	1	.254	.045	.177	.218	.140	.147	.168	.223	.105	.480**	.373*
	Sig. (2-tailed)		.176	.814	.350	.248	.462	.440	.374	.237	.581	.007	.042
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.254	1	.685**	.740**	.819**	.768**	.710**	.895**	.799**	.672**	.299	.894**
	Sig. (2-tailed)	.176		.000	.000	.000	.000	.000	.000	.000	.000	.108	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	.045	.685**	1	.567**	.722**	.644**	.610**	.660**	.736**	.640**	.289	.757**
	Sig. (2-tailed)	.814	.000		.001	.000	.000	.000	.000	.000	.000	.122	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	.177	.740**	.567**	1	.575**	.612**	.717**	.769**	.640**	.419*	.497**	.782**
	Sig. (2-tailed)	.350	.000	.001		.001	.000	.000	.000	.000	.021	.005	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.218	.819**	.722**	.575**	1	.737**	.712**	.785**	.705**	.623**	.428*	.856**
	Sig. (2-tailed)	.248	.000	.000	.001		.000	.000	.000	.000	.000	.018	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	.140	.768**	.644**	.612**	.737**	1	.757**	.781**	.745**	.603**	.474**	.857**
	Sig. (2-tailed)	.462	.000	.000	.000	.000		.000	.000	.000	.000	.008	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	.147	.710**	.610**	.717**	.712**	.757**	1	.864**	.684**	.691**	.456*	.863**

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	Brand Image
	Sig. (2-tailed)	.440	.000	.000	.000	.000	.000		.000	.000	.000	.011	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.8	Pearson Correlation	.168	.895**	.660**	.769**	.785**	.781**	.864**	1	.804**	.704**	.426*	.924**
	Sig. (2-tailed)	.374	.000	.000	.000	.000	.000	.000		.000	.000	.019	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.9	Pearson Correlation	.223	.799**	.736**	.640**	.705**	.745**	.684**	.804**	1	.685**	.264	.852**
	Sig. (2-tailed)	.237	.000	.000	.000	.000	.000	.000	.000		.000	.158	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.10	Pearson Correlation	.105	.672**	.640**	.419*	.623**	.603**	.691**	.704**	.685**	1	.215	.741**
	Sig. (2-tailed)	.581	.000	.000	.021	.000	.000	.000	.000	.000		.253	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.11	Pearson Correlation	.480**	.299	.289	.497**	.428*	.474**	.456*	.426*	.264	.215	1	.589**
	Sig. (2-tailed)	.007	.108	.122	.005	.018	.008	.011	.019	.158	.253		.001
	N	30	30	30	30	30	30	30	30	30	30	30	30
Brand Image	Pearson Correlation	.373*	.894**	.757**	.782**	.856**	.857**	.863**	.924**	.852**	.741**	.589**	1
	Sig. (2-tailed)	.042	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

2. Output uji validitas kuesioner *customer experience*

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X2.13	X2.14	X2.15	X2.16	X2.17	Customer Experience
X2.1	Pearson Correlation	1	.507**	.743**	.488**	.532**	.642**	.532**	.446*	.733**	.646**	.642**	.819**	.455*	.702**	.791**	.563**	.765**	.824**
	Sig. (2-tailed)		.004	.000	.006	.002	.000	.002	.014	.000	.000	.000	.000	.011	.000	.000	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.507**	1	.458*	.524**	.580**	.425*	.519**	.624**	.547**	.359	.410*	.574**	.285	.612**	.525**	.743**	.549**	.695**
	Sig. (2-tailed)	.004		.011	.003	.001	.019	.003	.000	.002	.052	.024	.001	.127	.000	.003	.000	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.743**	.458*	1	.427*	.545**	.518**	.484**	.527**	.701**	.602**	.549**	.616**	.606**	.653**	.710**	.547**	.690**	.775**
	Sig. (2-tailed)	.000	.011		.019	.002	.003	.007	.003	.000	.000	.002	.000	.000	.000	.000	.002	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.488**	.524**	.427*	1	.540**	.462*	.703**	.469**	.570**	.585**	.557**	.601**	.689**	.466**	.633**	.683**	.563**	.754**
	Sig. (2-tailed)	.006	.003	.019		.002	.010	.000	.009	.001	.001	.001	.000	.000	.009	.000	.000	.001	.000

	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.532**	.580**	.545**	.540**	1	.572**	.370*	.525**	.458*	.541**	.329	.547**	.521**	.580**	.543**	.592**	.513**	.699**
	Sig. (2-tailed)	.002	.001	.002	.002		.001	.044	.003	.011	.002	.076	.002	.003	.001	.002	.001	.004	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.642**	.425*	.518**	.462*	.572**	1	.400*	.370*	.600**	.619**	.357	.516**	.394*	.729**	.616**	.413*	.542**	.694**
	Sig. (2-tailed)	.000	.019	.003	.010	.001		.028	.044	.000	.000	.053	.004	.031	.000	.000	.023	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.532**	.519**	.484**	.703**	.370*	.400*	1	.432*	.515**	.644**	.686**	.710**	.600**	.458*	.790**	.799**	.676**	.785**
	Sig. (2-tailed)	.002	.003	.007	.000	.044	.028		.017	.004	.000	.000	.000	.000	.011	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	.446*	.624**	.527**	.469**	.525**	.370*	.432*	1	.463**	.390*	.463**	.411*	.383*	.525**	.559**	.724**	.322	.635**
	Sig. (2-tailed)	.014	.000	.003	.009	.003	.044	.017		.010	.033	.010	.024	.037	.003	.001	.000	.083	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.9	Pearson Correlation	.733**	.547**	.701**	.570**	.458*	.600**	.515**	.463**	1	.516**	.571**	.733**	.630**	.790**	.715**	.619**	.867**	.829**

	Sig. (2-tailed)	.000	.002	.000	.001	.011	.000	.004	.010		.004	.001	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.10	Pearson Correlation	.646**	.359	.602**	.585**	.541**	.619**	.644**	.390*	.516**	1	.555**	.592**	.612**	.688**	.757**	.534**	.659**	.781**
	Sig. (2-tailed)	.000	.052	.000	.001	.002	.000	.000	.033	.004		.001	.001	.000	.000	.000	.002	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.11	Pearson Correlation	.642**	.410*	.549**	.557**	.329	.357	.686**	.463**	.571**	.555**	1	.733**	.611**	.486**	.801**	.684**	.650**	.755**
	Sig. (2-tailed)	.000	.024	.002	.001	.076	.053	.000	.010	.001	.001		.000	.000	.006	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.12	Pearson Correlation	.819**	.574**	.616**	.601**	.547**	.516**	.710**	.411*	.733**	.592**	.733**	1	.584**	.574**	.773**	.739**	.827**	.857**
	Sig. (2-tailed)	.000	.001	.000	.000	.002	.004	.000	.024	.000	.001	.000		.001	.001	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.13	Pearson Correlation	.455*	.285	.606**	.689**	.521**	.394*	.600**	.383*	.630**	.612**	.611**	.584**	1	.537**	.680**	.612**	.643**	.740**
	Sig. (2-tailed)	.011	.127	.000	.000	.003	.031	.000	.037	.000	.000	.000	.001		.002	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

X2.14	Pearson Correlation	.702**	.612**	.653**	.466**	.580**	.729**	.458*	.525**	.790**	.688**	.486**	.574**	.537**	1	.734**	.633**	.722**	.820**
	Sig. (2-tailed)	.000	.000	.000	.009	.001	.000	.011	.003	.000	.000	.006	.001	.002		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.15	Pearson Correlation	.791**	.525**	.710**	.633**	.543**	.616**	.790**	.559**	.715**	.757**	.801**	.773**	.680**	.734**	1	.757**	.795**	.918**
	Sig. (2-tailed)	.000	.003	.000	.000	.002	.000	.000	.001	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.16	Pearson Correlation	.563**	.743**	.547**	.683**	.592**	.413*	.799**	.724**	.619**	.534**	.684**	.739**	.612**	.633**	.757**	1	.610**	.847**
	Sig. (2-tailed)	.001	.000	.002	.000	.001	.023	.000	.000	.000	.002	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.17	Pearson Correlation	.765**	.549**	.690**	.563**	.513**	.542**	.676**	.322	.867**	.659**	.650**	.827**	.643**	.722**	.795**	.610**	1	.863**
	Sig. (2-tailed)	.000	.002	.000	.001	.004	.002	.000	.083	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Customer Experience	Pearson Correlation	.824**	.695**	.775**	.754**	.699**	.694**	.785**	.635**	.829**	.781**	.755**	.857**	.740**	.820**	.918**	.847**	.863**	1

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30		30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

3. Output uji validitas kuesioner *trust*

Correlations

		Z.1	Z.2	Z.3	Z.4	Z.5	Z.6	Z.7	Z.8	Z.9	Z.10	Trust
Z.1	Pearson Correlation	1	.534**	.478**	.457*	.538**	.630**	.433*	.721**	.472**	.558**	.723**
	Sig. (2-tailed)		.002	.008	.011	.002	.000	.017	.000	.008	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Z.2	Pearson Correlation	.534**	1	.804**	.534**	.815**	.719**	.549**	.653**	.573**	.652**	.871**
	Sig. (2-tailed)	.002		.000	.002	.000	.000	.002	.000	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Z.3	Pearson Correlation	.478**	.804**	1	.628**	.758**	.704**	.802**	.727**	.524**	.744**	.911**
	Sig. (2-tailed)	.008	.000		.000	.000	.000	.000	.000	.003	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Z.4	Pearson Correlation	.457*	.534**	.628**	1	.459*	.788**	.433*	.517**	.563**	.558**	.734**
	Sig. (2-tailed)	.011	.002	.000		.011	.000	.017	.003	.001	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Z.5	Pearson Correlation	.538**	.815**	.758**	.459*	1	.602**	.549**	.548**	.581**	.524**	.811**

	Sig. (2-tailed)	.002	.000	.000	.011		.000	.002	.002	.001	.003	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Z.6	Pearson Correlation	.630**	.719**	.704**	.788**	.602**	1	.425*	.543**	.592**	.758**	.843**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.019	.002	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Z.7	Pearson Correlation	.433*	.549**	.802**	.433*	.549**	.425*	1	.625**	.286	.680**	.730**
	Sig. (2-tailed)	.017	.002	.000	.017	.002	.019		.000	.125	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Z.8	Pearson Correlation	.721**	.653**	.727**	.517**	.548**	.543**	.625**	1	.545**	.569**	.819**
	Sig. (2-tailed)	.000	.000	.000	.003	.002	.002	.000		.002	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Z.9	Pearson Correlation	.472**	.573**	.524**	.563**	.581**	.592**	.286	.545**	1	.382*	.693**
	Sig. (2-tailed)	.008	.001	.003	.001	.001	.001	.125	.002		.037	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Z.10	Pearson Correlation	.558**	.652**	.744**	.558**	.524**	.758**	.680**	.569**	.382*	1	.802**
	Sig. (2-tailed)	.001	.000	.000	.001	.003	.000	.000	.001	.037		.000
	N	30	30	30	30	30	30	30	30	30	30	30
Trust	Pearson Correlation	.723**	.871**	.911**	.734**	.811**	.843**	.730**	.819**	.693**	.802**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

4. Output uji validitas kuesioner Kepuasan Pasien

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	Y.11	Y.12	Y.13	Y.14	Y.15	Y.16	Y.17	Y.18	Y.19	Y.20	Y.21	Y.22	Y.23	Y.24	Kepuasan Pasien
Y.1	Pearson Correlation	1	.585**	.747**	.374*	.654**	.536**	.725**	.654**	.500**	.496**	.696**	.564**	.709**	.593**	.768**	.647**	.608**	.584**	.521**	.601**	.636**	.796**	.508**	.744**	.817**
	Sig. (2-tailed)		.001	.000	.042	.000	.002	.000	.000	.005	.005	.000	.001	.000	.001	.000	.000	.000	.001	.003	.000	.000	.000	.004	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y.2	Pearson Correlation	.585**	1	.634**	.685**	.740**	.751**	.653**	.713**	.623**	.505**	.744**	.589**	.638**	.633**	.533**	.638**	.760**	.596**	.568**	.787**	.654**	.775**	.625**	.641**	.866**
	Sig. (2-tailed)	.001		.000	.000	.000	.000	.000	.000	.000	.004	.000	.001	.000	.000	.002	.000	.000	.001	.001	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

Y.3	Pearson Correlation	.747**	.634**	1	.421*	.707**	.516**	.572**	.630**	.487**	.521**	.672**	.457*	.729**	.563**	.584**	.729**	.767**	.568**	.563**	.603**	.598**	.665**	.553**	.693**	.806**
	Sig. (2-tailed)	.000	.000		.020	.000	.004	.001	.000	.006	.003	.000	.011	.000	.001	.001	.000	.000	.001	.001	.000	.000	.000	.002	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y.4	Pearson Correlation	.374*	.685**	.421*	1	.646**	.649**	.263	.645**	.754**	.375*	.510**	.520**	.629**	.474**	.290	.559**	.659**	.549**	.637**	.705**	.439*	.620**	.545**	.542**	.726**
	Sig. (2-tailed)	.042	.000	.020		.000	.000	.160	.000	.000	.041	.004	.003	.000	.008	.120	.000	.001	.000	.002	.000	.015	.000	.002	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y.5	Pearson Correlation	.654**	.740**	.707**	.646**	1	.657**	.623**	.655**	.640**	.532**	.766**	.552**	.662**	.657**	.702**	.717**	.690**	.616**	.657**	.764**	.680**	.713**	.406*	.615**	.860**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.002	.000	.002	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.026	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

Y.6	Pearson Correlation	.536**	.751**	.516**	.649**	.657**	1	.429*	.601**	.703**	.489**	.782**	.485**	.586**	.746**	.524**	.521**	.614**	.744**	.744**	.606**	.632**	.767**	.367*	.566**	.800**
	Sig. (2-tailed)	.002	.000	.004	.000	.000		.018	.000	.000	.006	.000	.007	.001	.000	.003	.003	.000	.000	.000	.000	.000	.000	.046	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y.7	Pearson Correlation	.725**	.653**	.572**	.263	.623**	.429*	1	.641**	.340	.488**	.500**	.424*	.577**	.532**	.552**	.577**	.493**	.469**	.390*	.519**	.494**	.684**	.526**	.488**	.701**
	Sig. (2-tailed)	.000	.000	.001	.160	.000	.018		.000	.066	.006	.005	.020	.001	.002	.002	.001	.006	.009	.033	.003	.006	.000	.003	.006	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y.8	Pearson Correlation	.654**	.713**	.630**	.645**	.655**	.601**	.641**	1	.594**	.405*	.581**	.543**	.731**	.591**	.511**	.630**	.604**	.634**	.532**	.569**	.485**	.658**	.590**	.665**	.802**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.001	.026	.001	.002	.000	.001	.004	.000	.000	.000	.002	.001	.007	.000	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

Y.9	Pearson Correlation	.500**	.623**	.487**	.754**	.640**	.703**	.340	.594**	1	.457*	.510**	.677**	.755**	.555**	.477**	.624**	.647**	.700**	.708**	.696**	.600**	.609**	.398*	.668**	.784**
	Sig. (2-tailed)	.005	.000	.006	.000	.000	.000	.066	.001		.011	.004	.000	.000	.001	.008	.000	.000	.000	.000	.000	.000	.000	.029	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y.10	Pearson Correlation	.496**	.505**	.521**	.375*	.532**	.489**	.488**	.405*	.457*	1	.488**	.241	.449*	.444*	.359	.311	.337	.452*	.686**	.591**	.402*	.477**	.375*	.490**	.605**
	Sig. (2-tailed)	.005	.004	.003	.041	.002	.006	.006	.026	.011		.006	.199	.013	.014	.051	.094	.069	.012	.000	.001	.028	.008	.041	.006	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y.11	Pearson Correlation	.696**	.744**	.672**	.510**	.766**	.782**	.500**	.581**	.510**	.488**	1	.477**	.531**	.780**	.709**	.607**	.654**	.596**	.603**	.701**	.741**	.728**	.345	.731**	.824**
	Sig. (2-tailed)	.000	.000	.000	.004	.000	.000	.005	.001	.004	.006		.008	.003	.000	.000	.000	.000	.001	.000	.000	.000	.000	.062	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

Y.12	Pearson Correlation	.564**	.589**	.457*	.520**	.552**	.485**	.424*	.543**	.677**	.241	.477**	1	.750**	.432*	.623**	.525**	.642**	.523**	.520**	.552**	.477**	.549**	.601**	.713**	.714**
	Sig. (2-tailed)	.001	.001	.011	.003	.002	.007	.020	.002	.000	.199	.008		.000	.017	.000	.003	.000	.003	.003	.002	.008	.002	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y.13	Pearson Correlation	.709**	.638**	.729**	.629**	.662**	.586**	.577**	.731**	.755**	.449*	.531**	.750**	1	.490**	.586**	.806**	.682**	.729**	.716**	.662**	.525**	.680**	.629**	.762**	.857**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.001	.001	.000	.000	.013	.003	.000		.006	.001	.000	.000	.000	.000	.000	.003	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y.14	Pearson Correlation	.593**	.633**	.563**	.474**	.657**	.746**	.532**	.591**	.555**	.444*	.780**	.432*	.490**	1	.567**	.414*	.433*	.737**	.560**	.528**	.607**	.582**	.310	.614**	.732**
	Sig. (2-tailed)	.001	.000	.001	.008	.000	.000	.002	.001	.001	.014	.000	.017	.006		.001	.023	.017	.000	.001	.003	.000	.001	.095	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

Y.15	Pearson Correlation	.768**	.533**	.584**	.290	.702**	.524**	.552**	.511**	.477**	.359	.709**	.623**	.586**	.567**	1	.586**	.449*	.458*	.567**	.487**	.623**	.560**	.200	.728**	.711**
	Sig. (2-tailed)	.000	.002	.001	.120	.000	.003	.002	.004	.008	.051	.000	.000	.001	.001		.001	.013	.011	.001	.006	.000	.001	.290	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y.16	Pearson Correlation	.647**	.638**	.729**	.559**	.717**	.521**	.577**	.630**	.624**	.311	.607**	.525**	.806**	.414*	.586**	1	.787**	.499**	.490**	.717**	.600**	.680**	.350	.701**	.796**
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.003	.001	.000	.000	.094	.000	.003	.000	.023	.001		.000	.005	.006	.000	.000	.000	.058	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y.17	Pearson Correlation	.608**	.760**	.767**	.659**	.690**	.614**	.493**	.604**	.647**	.337	.654**	.642**	.682**	.433*	.449*	.787**	1	.507**	.494**	.735**	.642**	.759**	.602**	.641**	.824**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.006	.000	.000	.069	.000	.000	.000	.017	.013	.000		.004	.006	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

Y.18	Pearson Correlation	.584**	.596**	.568**	.549**	.616**	.744**	.469**	.634**	.700**	.452*	.596**	.523**	.729**	.737**	.458*	.499**	.507**	1	.737**	.485**	.612**	.600**	.465**	.563**	.762**
	Sig. (2-tailed)	.001	.001	.001	.002	.000	.000	.009	.000	.000	.012	.001	.003	.000	.000	.011	.005	.004		.000	.007	.000	.000	.010	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y.19	Pearson Correlation	.521**	.568**	.563**	.637**	.657**	.746**	.390*	.532**	.708**	.686**	.603**	.520**	.716**	.560**	.567**	.490**	.494**	.737**	1	.528**	.607**	.582**	.392*	.614**	.760**
	Sig. (2-tailed)	.003	.001	.001	.000	.000	.000	.033	.002	.000	.000	.000	.000	.003	.000	.001	.001	.006	.000		.003	.000	.001	.032	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y.20	Pearson Correlation	.601**	.787**	.603**	.705**	.764**	.602**	.519**	.569**	.696**	.591**	.701**	.552**	.662**	.528**	.487**	.717**	.735**	.485**	.528**	1	.552**	.673**	.526**	.615**	.820**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.003	.001	.000	.001	.000	.002	.000	.003	.006	.000	.000	.007	.003		.002	.000	.003	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

Y.21	Pearson Correlation	.636**	.654**	.598**	.439*	.680**	.636**	.494**	.485**	.600**	.402*	.741**	.477**	.525**	.607**	.623**	.600**	.642**	.612**	.607**	.552**	1	.712**	.276	.642**	.758**
	Sig. (2-tailed)	.000	.000	.000	.015	.000	.000	.006	.007	.000	.028	.000	.008	.003	.000	.000	.000	.000	.000	.000	.002		.000	.139	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y.22	Pearson Correlation	.796**	.775**	.665**	.620**	.713**	.767**	.684**	.658**	.609**	.477**	.728**	.549**	.680**	.582**	.560**	.680**	.759**	.600**	.582**	.673**	.712**	1	.620**	.680**	.873**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.008	.000	.002	.000	.001	.001	.000	.000	.000	.001	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y.23	Pearson Correlation	.508**	.625**	.553**	.545**	.406*	.367*	.526**	.590**	.398*	.375*	.345	.601**	.629**	.310	.200	.350	.602**	.465**	.392*	.526**	.276	.620**	1	.476**	.634**
	Sig. (2-tailed)	.004	.000	.002	.002	.026	.046	.003	.001	.029	.041	.062	.000	.000	.095	.290	.058	.000	.010	.032	.003	.139	.000		.008	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

Y.24	Pearson Correlation	.744**	.641**	.693**	.542**	.615**	.566**	.488**	.665**	.668**	.490**	.731**	.713**	.762**	.614**	.728**	.701**	.641**	.563**	.614**	.615**	.642**	.680**	.476**	1	.831**
	Sig. (2-tailed)	.000	.000	.000	.002	.000	.001	.006	.000	.000	.006	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.008		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Kepuasan Pasien	Pearson Correlation	.817**	.866**	.806**	.726**	.860**	.800**	.701**	.802**	.784**	.605**	.824**	.714**	.857**	.732**	.711**	.796**	.824**	.762**	.760**	.820**	.753**	.878**	.634**	.831**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

1. Output uji reliabilitas kuesioner *brand image*

Reliability Statistics

Cronbach's Alpha	N of Items
.926	11

2. Output uji reliabilitas kuesioner *customer experience*

Reliability Statistics

Cronbach's Alpha	N of Items
.959	17

3. Output uji reliabilitas kuesioner *trust*

Reliability Statistics

Cronbach's Alpha	N of Items
.934	10

4. Output uji reliabilitas kuesioner kepuasan pasien

Reliability Statistics

Cronbach's Alpha	N of Items
.971	24

Lampiran 3. Jawaban Responden

BRAND IMAGE

Favorability of brand association

1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	2.0	2.0	2.0
	TS	24	16.0	16.0	18.0
	S	66	44.0	44.0	62.0
	SS	57	38.0	38.0	100.0
	Total	150	100.0	100.0	

2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	2.0	2.0	2.0
	TS	32	21.3	21.3	23.3
	S	61	40.7	40.7	64.0
	SS	54	36.0	36.0	100.0
	Total	150	100.0	100.0	

3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	33	22.0	22.0	22.0
	S	65	43.3	43.3	65.3
	SS	52	34.7	34.7	100.0
	Total	150	100.0	100.0	

4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.7	.7	.7
	TS	29	19.3	19.3	20.0
	S	65	43.3	43.3	63.3
	SS	55	36.7	36.7	100.0

		Frequency	Percent	Valid Percent	Cumulative Percent
	Total	150	100.0	100.0	

Strength of brand association

5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	1.3	1.3	1.3
	TS	30	20.0	20.0	21.3
	S	63	42.0	42.0	63.3
	SS	55	36.7	36.7	100.0
	Total	150	100.0	100.0	

6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	2.0	2.0	2.0
	TS	31	20.7	20.7	22.7
	S	55	36.7	36.7	59.3
	SS	61	40.7	40.7	100.0
	Total	150	100.0	100.0	

7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	1.3	1.3	1.3
	TS	33	22.0	22.0	23.3
	S	57	38.0	38.0	61.3
	SS	58	38.7	38.7	100.0
	Total	150	100.0	100.0	

8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	3.3	3.3	3.3
	TS	38	25.3	25.3	28.7
	S	51	34.0	34.0	62.7
	SS	56	37.3	37.3	100.0
	Total	150	100.0	100.0	

	Frequency	Percent	Valid Percent	Cumulative Percent
9				
Valid STS	5	3.3	3.3	3.3
TS	41	27.3	27.3	30.7
S	50	33.3	33.3	64.0
SS	54	36.0	36.0	100.0
Total	150	100.0	100.0	

Uniqueness of brand association

	Frequency	Percent	Valid Percent	Cumulative Percent
10				
Valid STS	1	.7	.7	.7
TS	21	14.0	14.0	14.7
S	70	46.7	46.7	61.3
SS	58	38.7	38.7	100.0
Total	150	100.0	100.0	

	Frequency	Percent	Valid Percent	Cumulative Percent
11				
Valid STS	2	1.3	1.3	1.3
TS	33	22.0	22.0	23.3
S	60	40.0	40.0	63.3
SS	55	36.7	36.7	100.0
Total	150	100.0	100.0	

CUSTOMER EPERIENCE

Sense

	Frequency	Percent	Valid Percent	Cumulative Percent
1				
Valid TS	1	.7	.7	.7
KS	7	4.7	4.7	5.3
S	58	38.7	38.7	44.0
SS	84	56.0	56.0	100.0

	Total	150	100.0	100.0	

2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1.3	1.3	1.3
	KS	16	10.7	10.7	12.0
	S	67	44.7	44.7	56.7
	SS	65	43.3	43.3	100.0
	Total	150	100.0	100.0	

3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	2.7	2.7	2.7
	KS	13	8.7	8.7	11.3
	S	64	42.7	42.7	54.0
	SS	69	46.0	46.0	100.0
	Total	150	100.0	100.0	

4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1.3	1.3	1.3
	KS	20	13.3	13.3	14.7
	S	62	41.3	41.3	56.0
	SS	66	44.0	44.0	100.0
	Total	150	100.0	100.0	

5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KS	37	24.7	24.7	24.7
	S	58	38.7	38.7	63.3
	SS	55	36.7	36.7	100.0
	Total	150	100.0	100.0	

Feel

6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1.3	1.3	1.3
	KS	24	16.0	16.0	17.3
	S	68	45.3	45.3	62.7
	SS	56	37.3	37.3	100.0
	Total	150	100.0	100.0	

7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1.3	1.3	1.3
	KS	24	16.0	16.0	17.3
	S	64	42.7	42.7	60.0
	SS	60	40.0	40.0	100.0
	Total	150	100.0	100.0	

8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1.3	1.3	1.3
	KS	15	10.0	10.0	11.3
	S	67	44.7	44.7	56.0
	SS	66	44.0	44.0	100.0
	Total	150	100.0	100.0	

Think

9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	4.0	4.0	4.0
	KS	18	12.0	12.0	16.0
	S	58	38.7	38.7	54.7
	SS	68	45.3	45.3	100.0
	Total	150	100.0	100.0	

10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	2.0	2.0	2.0
	KS	24	16.0	16.0	18.0
	S	56	37.3	37.3	55.3
	SS	67	44.7	44.7	100.0
	Total	150	100.0	100.0	

11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KS	26	17.3	17.3	17.3
	S	62	41.3	41.3	58.7
	SS	62	41.3	41.3	100.0
	Total	150	100.0	100.0	

Act

12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	2.0	2.0	2.0
	KS	27	18.0	18.0	20.0
	S	53	35.3	35.3	55.3
	SS	67	44.7	44.7	100.0
	Total	150	100.0	100.0	

13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1.3	1.3	1.3
	KS	26	17.3	17.3	18.7
	S	64	42.7	42.7	61.3
	SS	58	38.7	38.7	100.0
	Total	150	100.0	100.0	

Relate

14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	3.3	3.3	3.3
	KS	23	15.3	15.3	18.7
	S	62	41.3	41.3	60.0
	SS	60	40.0	40.0	100.0
	Total	150	100.0	100.0	

15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	2.0	2.0	2.0
	KS	22	14.7	14.7	16.7
	S	61	40.7	40.7	57.3
	SS	64	42.7	42.7	100.0
	Total	150	100.0	100.0	

16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	2.7	2.7	2.7
	KS	18	12.0	12.0	14.7
	S	58	38.7	38.7	53.3
	SS	70	46.7	46.7	100.0
	Total	150	100.0	100.0	

17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	2.0	2.0	2.0
	KS	23	15.3	15.3	17.3
	S	61	40.7	40.7	58.0
	SS	63	42.0	42.0	100.0
	Total	150	100.0	100.0	

TRUST

Credibility

1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	2.0	2.0	2.0
	KS	22	14.7	14.7	16.7
	S	63	42.0	42.0	58.7
	SS	62	41.3	41.3	100.0
	Total	150	100.0	100.0	

2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	2.0	2.0	2.0
	KS	25	16.7	16.7	18.7
	S	59	39.3	39.3	58.0
	SS	63	42.0	42.0	100.0
	Total	150	100.0	100.0	

3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1.3	1.3	1.3
	KS	30	20.0	20.0	21.3
	S	55	36.7	36.7	58.0
	SS	63	42.0	42.0	100.0
	Total	150	100.0	100.0	

Reability

4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	.7	.7	.7
	KS	29	19.3	19.3	20.0
	S	59	39.3	39.3	59.3
	SS	61	40.7	40.7	100.0
	Total	150	100.0	100.0	

5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	.7	.7	.7
	KS	34	22.7	22.7	23.3
	S	53	35.3	35.3	58.7
	SS	62	41.3	41.3	100.0
	Total	150	100.0	100.0	

Intimacy

6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	2.0	2.0	2.0
	KS	26	17.3	17.3	19.3
	S	60	40.0	40.0	59.3
	SS	61	40.7	40.7	100.0
	Total	150	100.0	100.0	

7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	2.7	2.7	2.7
	KS	25	16.7	16.7	19.3
	S	66	44.0	44.0	63.3
	SS	55	36.7	36.7	100.0
	Total	150	100.0	100.0	

Self Orientation

8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	2.0	2.0	2.0
	KS	31	20.7	20.7	22.7
	S	68	45.3	45.3	68.0
	SS	48	32.0	32.0	100.0
	Total	150	100.0	100.0	

9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1.3	1.3	1.3
	KS	36	24.0	24.0	25.3
	S	66	44.0	44.0	69.3
	SS	46	30.7	30.7	100.0
	Total	150	100.0	100.0	

10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	4.7	4.7	4.7
	KS	24	16.0	16.0	20.7
	S	53	35.3	35.3	56.0
	SS	66	44.0	44.0	100.0
	Total	150	100.0	100.0	

KEPUASAN PASIEN

Interpersonal Manner

1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STP	2	1.3	1.3	1.3
	TP	21	14.0	14.0	15.3
	P	57	38.0	38.0	53.3
	SP	70	46.7	46.7	100.0
	Total	150	100.0	100.0	

2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STP	3	2.0	2.0	2.0
	TP	30	20.0	20.0	22.0
	P	66	44.0	44.0	66.0
	SP	51	34.0	34.0	100.0
	Total	150	100.0	100.0	

3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STP	1	.7	.7	.7
	TP	37	24.7	24.7	25.3
	P	55	36.7	36.7	62.0
	SP	57	38.0	38.0	100.0
	Total	150	100.0	100.0	

Technical Quality

4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STP	3	2.0	2.0	2.0
	TP	34	22.7	22.7	24.7
	P	61	40.7	40.7	65.3
	SP	52	34.7	34.7	100.0
	Total	150	100.0	100.0	

5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STP	4	2.7	2.7	2.7
	TP	38	25.3	25.3	28.0
	P	54	36.0	36.0	64.0
	SP	54	36.0	36.0	100.0
	Total	150	100.0	100.0	

6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STP	4	2.7	2.7	2.7
	TP	37	24.7	24.7	27.3
	P	51	34.0	34.0	61.3
	SP	58	38.7	38.7	100.0
	Total	150	100.0	100.0	

Accesibility/convenience

7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STP	2	1.3	1.3	1.3
	TP	44	29.3	29.3	30.7
	P	45	30.0	30.0	60.7
	SP	59	39.3	39.3	100.0
	Total	150	100.0	100.0	

8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STP	2	1.3	1.3	1.3
	TP	45	30.0	30.0	31.3
	P	51	34.0	34.0	65.3
	SP	52	34.7	34.7	100.0
	Total	150	100.0	100.0	

9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STP	4	2.7	2.7	2.7
	TP	37	24.7	24.7	27.3
	P	49	32.7	32.7	60.0
	SP	60	40.0	40.0	100.0
	Total	150	100.0	100.0	

Finances

10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STP	1	.7	.7	.7
	TP	38	25.3	25.3	26.0
	P	63	42.0	42.0	68.0
	SP	48	32.0	32.0	100.0
	Total	150	100.0	100.0	

11

		Frequency	Percent	Valid Percent	Cumulative Percent
	STP	2	1.3	1.3	1.3
	TP	36	24.0	24.0	25.3
Valid	P	53	35.3	35.3	60.7
	SP	59	39.3	39.3	100.0
	Total	150	100.0	100.0	

12

		Frequency	Percent	Valid Percent	Cumulative Percent
	STP	2	1.3	1.3	1.3
	TP	37	24.7	24.7	26.0
Valid	P	58	38.7	38.7	64.7
	SP	53	35.3	35.3	100.0
	Total	150	100.0	100.0	

Efficacy/outcome

13

		Frequency	Percent	Valid Percent	Cumulative Percent
	TP	39	26.0	26.0	26.0
	P	60	40.0	40.0	66.0
Valid	SP	51	34.0	34.0	100.0
	Total	150	100.0	100.0	

14

		Frequency	Percent	Valid Percent	Cumulative Percent
	TP	37	24.7	24.7	24.7
	P	61	40.7	40.7	65.3
Valid	SP	52	34.7	34.7	100.0
	Total	150	100.0	100.0	

15

		Frequency	Percent	Valid Percent	Cumulative Percent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STP	3	2.0	2.0	2.0
	TP	40	26.7	26.7	28.7
	P	55	36.7	36.7	65.3
	SP	52	34.7	34.7	100.0
	Total	150	100.0	100.0	

Continuity

16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STP	3	2.0	2.0	2.0
	TP	43	28.7	28.7	30.7
	P	48	32.0	32.0	62.7
	SP	56	37.3	37.3	100.0
	Total	150	100.0	100.0	

17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STP	2	1.3	1.3	1.3
	TP	43	28.7	28.7	30.0
	P	45	30.0	30.0	60.0
	SP	60	40.0	40.0	100.0
	Total	150	100.0	100.0	

18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STP	2	1.3	1.3	1.3
	TP	40	26.7	26.7	28.0
	P	51	34.0	34.0	62.0
	SP	57	38.0	38.0	100.0
	Total	150	100.0	100.0	

Physical Environment

19

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STP	2	1.3	1.3	1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
	TP	42	28.0	28.0	29.3
	P	49	32.7	32.7	62.0
	SP	57	38.0	38.0	100.0
	Total	150	100.0	100.0	

20

		Frequency	Percent	Valid Percent	Cumulative Percent
	STP	2	1.3	1.3	1.3
	TP	33	22.0	22.0	23.3
Valid	P	65	43.3	43.3	66.7
	SP	50	33.3	33.3	100.0
	Total	150	100.0	100.0	

21

		Frequency	Percent	Valid Percent	Cumulative Percent
	STP	1	.7	.7	.7
	TP	39	26.0	26.0	26.7
Valid	P	51	34.0	34.0	60.7
	SP	59	39.3	39.3	100.0
	Total	150	100.0	100.0	

22

		Frequency	Percent	Valid Percent	Cumulative Percent
	STP	4	2.7	2.7	2.7
	TP	37	24.7	24.7	27.3
Valid	P	47	31.3	31.3	58.7
	SP	62	41.3	41.3	100.0
	Total	150	100.0	100.0	

23

		Frequency	Percent	Valid Percent	Cumulative Percent
	STP	1	.7	.7	.7
Valid	TP	27	18.0	18.0	18.7
	P	64	42.7	42.7	61.3

SP	58	38.7	38.7	100.0
Total	150	100.0	100.0	

24

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STP	1	.7	.7	.7
	TP	20	13.3	13.3	14.0
	P	66	44.0	44.0	58.0
	SP	63	42.0	42.0	100.0
	Total	150	100.0	100.0	

Lampiran 4. Output SPSS

Frequency Table

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-25 Tahun	13	8.7	8.7	8.7
	26-35 Tahun	55	36.7	36.7	45.3
	36-45 Tahun	64	42.7	42.7	88.0
	46-55 Tahun	14	9.3	9.3	97.3
	>55 Tahun	4	2.7	2.7	100.0
	Total	150	100.0	100.0	

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	48	32.0	32.0	32.0
	Perempuan	102	68.0	68.0	100.0
	Total	150	100.0	100.0	

Tingkat Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	11	7.3	7.3	7.3
	SMP	27	18.0	18.0	25.3
	SMA/SMK	46	30.7	30.7	56.0
	D3	7	4.7	4.7	60.7
	S1	56	37.3	37.3	98.0
	S2	3	2.0	2.0	100.0
	Total	150	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PNS	23	15.3	15.3	15.3
	Karyawan Swasta	44	29.3	29.3	44.7
	BUMN	7	4.7	4.7	49.3
	Wiraswasta	63	42.0	42.0	91.3

			13	8.7	8.7	100.0
	Tidak Bekerja					
	Total		150	100.0	100.0	

Jarak rumah ke rumah sakit

		Frequency	Percent	Valid Percent	Cumulative Percent
	<5	118	78.7	78.7	78.7
Valid	>5	32	21.3	21.3	100.0
	Total	150	100.0	100.0	

Jumlah Kunjungan

		Frequency	Percent	Valid Percent	Cumulative Percent
	2 Kali	25	16.7	16.7	16.7
	3 Kali	39	26.0	26.0	42.7
Valid	4 Kali	24	16.0	16.0	58.7
	>4 Kali	62	41.3	41.3	100.0
	Total	150	100.0	100.0	

Brand Image

		Frequency	Percent	Valid Percent	Cumulative Percent
	Baik	113	75.3	75.3	75.3
Valid	Kurang Baik	37	24.7	24.7	100.0
	Total	150	100.0	100.0	

Customer Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
	Baik	116	77.3	77.3	77.3
Valid	Kurang Baik	34	22.7	22.7	100.0
	Total	150	100.0	100.0	

Trust

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Baik	112	74.7	74.7	74.7
	Kurang Baik	38	25.3	25.3	100.0

		150	100.0	100.0	
	Total				

Kepuasan Pasien

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Puas	103	68.7	68.7	68.7
	Kurang Puas	47	31.3	31.3	100.0
	Total	150	100.0	100.0	

Crosstabs Karakteristik Responden

Umur * Brand Image

Crosstab

			Brand Image		Total
			Baik	Kurang Baik	
Umur	17-25 Tahun	Count	7	6	13
		% within Umur	53.8%	46.2%	100.0%
	26-35 Tahun	Count	41	14	55
		% within Umur	74.5%	25.5%	100.0%
	36-45 Tahun	Count	50	14	64
		% within Umur	78.1%	21.9%	100.0%
	46-55 Tahun	Count	11	3	14
		% within Umur	78.6%	21.4%	100.0%
	>55 Tahun	Count	4	0	4
		% within Umur	100.0%	0.0%	100.0%
Total		Count	113	37	150
		% within Umur	75.3%	24.7%	100.0%

Jenis Kelamin * Brand Image

Crosstab

			Brand Image		Total
			Baik	Kurang Baik	
Jenis Kelamin	Laki-laki	Count	37	11	48
		% within Jenis Kelamin	77.1%	22.9%	100.0%
	Perempuan	Count	76	26	102
		% within Jenis Kelamin	74.5%	25.5%	100.0%

				Baik	Kurang Baik	Total
Total		Count		113	37	150
		% within Jenis Kelamin		75.3%	24.7%	100.0%

Tingkat Pendidikan * Brand Image

Crosstab

			Brand Image		Total
			Baik	Kurang Baik	
Tingkat Pendidikan	SD	Count	5	6	11
		% within Tingkat Pendidikan	45.5%	54.5%	100.0%
	SMP	Count	17	10	27
		% within Tingkat Pendidikan	63.0%	37.0%	100.0%
	SMA/SMK	Count	35	11	46
		% within Tingkat Pendidikan	76.1%	23.9%	100.0%
	D3	Count	5	2	7
		% within Tingkat Pendidikan	71.4%	28.6%	100.0%
	S1	Count	48	8	56
		% within Tingkat Pendidikan	85.7%	14.3%	100.0%
	S2	Count	3	0	3
		% within Tingkat Pendidikan	100.0%	0.0%	100.0%
Total		Count	113	37	150
		% within Tingkat Pendidikan	75.3%	24.7%	100.0%

Pekerjaan * Brand Image

Crosstab

			Brand Image		Total
			Baik	Kurang Baik	
Pekerjaan	PNS	Count	20	3	23
		% within Pekerjaan	87.0%	13.0%	100.0%
	Karyawan Swasta	Count	36	8	44
		% within Pekerjaan	81.8%	18.2%	100.0%
	BUMN	Count	5	2	7
		% within Pekerjaan	71.4%	28.6%	100.0%
	Wiraswasta	Count	41	22	63
		% within Pekerjaan	65.1%	34.9%	100.0%
	Tidak Bekerja	Count	11	2	13

	% within Pekerjaan		84.6%	15.4%	100.0%
Total	Count		113	37	150
	% within Pekerjaan		75.3%	24.7%	100.0%

Jarak rumah ke rumah sakit * Brand Image

Crosstab

			Brand Image		Total
			Baik	Kurang Baik	
Jarak rumah ke rumah sakit	<5	Count	87	31	118
		% within Jarak rumah ke rumah sakit	73.7%	26.3%	100.0%
	>5	Count	26	6	32
		% within Jarak rumah ke rumah sakit	81.3%	18.8%	100.0%
Total		Count	113	37	150
		% within Jarak rumah ke rumah sakit	75.3%	24.7%	100.0%

Jumlah Kunjungan * Brand Image

Crosstab

			Brand Image		Total
			Baik	Kurang Baik	
Jumlah Kunjungan	2 Kali	Count	16	9	25
		% within Jumlah Kunjungan	64.0%	36.0%	100.0%
	3 Kali	Count	26	13	39
		% within Jumlah Kunjungan	66.7%	33.3%	100.0%
	4 Kali	Count	21	3	24
		% within Jumlah Kunjungan	87.5%	12.5%	100.0%
	>4 Kali	Count	50	12	62
		% within Jumlah Kunjungan	80.6%	19.4%	100.0%
Total		Count	113	37	150
		% within Jumlah Kunjungan	75.3%	24.7%	100.0%

Umur * Customer Experience

Crosstab

			Customer Experience		Total
			Baik	Kurang Baik	
Umur	17-25 Tahun	Count	10	3	13
		% within Umur	76.9%	23.1%	100.0%
	26-35 Tahun	Count	41	14	55
		% within Umur	74.5%	25.5%	100.0%
	36-45 Tahun	Count	48	16	64
		% within Umur	75.0%	25.0%	100.0%
	46-55 Tahun	Count	13	1	14
		% within Umur	92.9%	7.1%	100.0%
	>55 Tahun	Count	4	0	4
		% within Umur	100.0%	0.0%	100.0%
Total		Count	116	34	150
		% within Umur	77.3%	22.7%	100.0%

Jenis Kelamin * Customer Experience

Crosstab

			Customer Experience		Total
			Baik	Kurang Baik	
Jenis Kelamin	Laki-laki	Count	37	11	48
		% within Jenis Kelamin	77.1%	22.9%	100.0%
	Perempuan	Count	79	23	102
		% within Jenis Kelamin	77.5%	22.5%	100.0%
Total		Count	116	34	150
		% within Jenis Kelamin	77.3%	22.7%	100.0%

Tingkat Pendidikan * Customer Experience

Crosstab

			Customer Experience		Total
			Baik	Kurang Baik	
Tingkat Pendidikan	SD	Count	7	4	11
		% within Tingkat Pendidikan	63.6%	36.4%	100.0%
	SMP	Count	17	10	27
		% within Tingkat Pendidikan	63.0%	37.0%	100.0%

			Baik	Kurang Baik	Total
SMA/SMK		Count	34	12	46
		% within Tingkat Pendidikan	73.9%	26.1%	100.0%
D3		Count	6	1	7
		% within Tingkat Pendidikan	85.7%	14.3%	100.0%
S1		Count	49	7	56
		% within Tingkat Pendidikan	87.5%	12.5%	100.0%
S2		Count	3	0	3
		% within Tingkat Pendidikan	100.0%	0.0%	100.0%
Total		Count	116	34	150
		% within Tingkat Pendidikan	77.3%	22.7%	100.0%

Pekerjaan * Customer Experience

Crosstab

			Customer Experience		Total
			Baik	Kurang Baik	
Pekerjaan	PNS	Count	23	0	23
		% within Pekerjaan	100.0%	0.0%	100.0%
	Karyawan Swasta	Count	33	11	44
		% within Pekerjaan	75.0%	25.0%	100.0%
	BUMN	Count	6	1	7
		% within Pekerjaan	85.7%	14.3%	100.0%
	Wiraswasta	Count	43	20	63
		% within Pekerjaan	68.3%	31.7%	100.0%
	Tidak Bekerja	Count	11	2	13
		% within Pekerjaan	84.6%	15.4%	100.0%
Total		Count	116	34	150
		% within Pekerjaan	77.3%	22.7%	100.0%

Jarak rumah ke rumah sakit * Customer Experience

Crosstab

			Customer Experience		Total
			Baik	Kurang Baik	
Jarak rumah ke rumah sakit	<5	Count	92	26	118
		% within Jarak rumah ke rumah sakit	78.0%	22.0%	100.0%
	>5	Count	24	8	32

			75.0%	25.0%	100.0%
		% within Jarak rumah ke rumah sakit			
Total		Count	116	34	150
		% within Jarak rumah ke rumah sakit	77.3%	22.7%	100.0%

Jumlah Kunjungan * Customer Experience

Crosstab

			Customer Experience		Total
			Baik	Kurang Baik	
Jumlah Kunjungan	2 Kali	Count	19	6	25
		% within Jumlah Kunjungan	76.0%	24.0%	100.0%
	3 Kali	Count	30	9	39
		% within Jumlah Kunjungan	76.9%	23.1%	100.0%
	4 Kali	Count	21	3	24
		% within Jumlah Kunjungan	87.5%	12.5%	100.0%
	>4 Kali	Count	46	16	62
		% within Jumlah Kunjungan	74.2%	25.8%	100.0%
Total		Count	116	34	150
		% within Jumlah Kunjungan	77.3%	22.7%	100.0%

Umur * *Trust*

Crosstab

			Trust		Total
			Baik	Kurang Baik	
Umur	17-25 Tahun	Count	7	6	13
		% within Umur	53.8%	46.2%	100.0%
	26-35 Tahun	Count	36	19	55
		% within Umur	65.5%	34.5%	100.0%
	36-45 Tahun	Count	52	12	64
		% within Umur	81.3%	18.8%	100.0%
	46-55 Tahun	Count	13	1	14
		% within Umur	92.9%	7.1%	100.0%
	>55 Tahun	Count	4	0	4
		% within Umur	100.0%	0.0%	100.0%
Total		Count	112	38	150

	% within Umur	74.7%	25.3%	100.0%

Jenis Kelamin * *Trust*

Crosstab

			Trust	Trust	Total
			Baik	Kurang Baik	
Jenis Kelamin	Laki-laki	Count	35	13	48
		% within Jenis Kelamin	72.9%	27.1%	100.0%
	Perempuan	Count	77	25	102
		% within Jenis Kelamin	75.5%	24.5%	100.0%
Total		Count	112	38	150
		% within Jenis Kelamin	74.7%	25.3%	100.0%

Tingkat Pendidikan * *Trust*

Crosstab

			Trust	Trust	Total
			Baik	Kurang Baik	
Tingkat Pendidikan	SD	Count	7	4	11
		% within Tingkat Pendidikan	63.6%	36.4%	100.0%
	SMP	Count	18	9	27
		% within Tingkat Pendidikan	66.7%	33.3%	100.0%
	SMA/SMK	Count	35	11	46
		% within Tingkat Pendidikan	76.1%	23.9%	100.0%
	D3	Count	6	1	7
		% within Tingkat Pendidikan	85.7%	14.3%	100.0%
	S1	Count	43	13	56
		% within Tingkat Pendidikan	76.8%	23.2%	100.0%
	S2	Count	3	0	3
		% within Tingkat Pendidikan	100.0%	0.0%	100.0%
Total		Count	112	38	150
		% within Tingkat Pendidikan	74.7%	25.3%	100.0%

Pekerjaan * *Trust*

Crosstab

			Trust	Trust	Total
			Baik	Kurang Baik	
Pekerjaan	PNS	Count	17	6	23
		% within Pekerjaan	73.9%	26.1%	100.0%

			Baik	Kurang Baik	Total
	Karyawan Swasta	Count	34	10	44
		% within Pekerjaan	77.3%	22.7%	100.0%
	BUMN	Count	5	2	7
		% within Pekerjaan	71.4%	28.6%	100.0%
	Wiraswasta	Count	47	16	63
		% within Pekerjaan	74.6%	25.4%	100.0%
	Tidak Bekerja	Count	9	4	13
		% within Pekerjaan	69.2%	30.8%	100.0%
Total		Count	112	38	150
		% within Pekerjaan	74.7%	25.3%	100.0%

Jarak rumah ke rumah sakit * *Trust*

Crosstab

			Trust		Total
			Baik	Kurang Baik	
Jarak rumah ke rumah sakit	<5	Count	85	33	118
		% within Jarak rumah ke rumah sakit	72.0%	28.0%	100.0%
	>5	Count	27	5	32
		% within Jarak rumah ke rumah sakit	84.4%	15.6%	100.0%
Total		Count	112	38	150
		% within Jarak rumah ke rumah sakit	74.7%	25.3%	100.0%

Jumlah Kunjungan * *Trust*

Crosstab

			Trust		Total
			Baik	Kurang Baik	
Jumlah Kunjungan	2 Kali	Count	20	5	25
		% within Jumlah Kunjungan	80.0%	20.0%	100.0%
	3 Kali	Count	28	11	39
		% within Jumlah Kunjungan	71.8%	28.2%	100.0%
	4 Kali	Count	19	5	24
		% within Jumlah Kunjungan	79.2%	20.8%	100.0%
	>4 Kali	Count	45	17	62
		% within Jumlah Kunjungan	72.6%	27.4%	100.0%

Total	Count	112	38	150
	% within Jumlah Kunjungan	74.7%	25.3%	100.0%

Umur * Kepuasan Pasien

Crosstab

			Kepuasan Pasien		Total
			Puas	Kurang Puas	
Umur	17-25 Tahun	Count	9	4	13
		% within Umur	69.2%	30.8%	100.0%
	26-35 Tahun	Count	35	20	55
		% within Umur	63.6%	36.4%	100.0%
	36-45 Tahun	Count	45	19	64
		% within Umur	70.3%	29.7%	100.0%
	46-55 Tahun	Count	10	4	14
		% within Umur	71.4%	28.6%	100.0%
	>55 Tahun	Count	4	0	4
		% within Umur	100.0%	0.0%	100.0%
Total		Count	103	47	150
		% within Umur	68.7%	31.3%	100.0%

Jenis Kelamin * Kepuasan Pasien

Crosstab

			Kepuasan Pasien		Total
			Puas	Kurang Puas	
Jenis Kelamin	Laki-laki	Count	31	17	48
		% within Jenis Kelamin	64.6%	35.4%	100.0%
	Perempuan	Count	72	30	102
		% within Jenis Kelamin	70.6%	29.4%	100.0%
Total		Count	103	47	150
		% within Jenis Kelamin	68.7%	31.3%	100.0%

Tingkat Pendidikan * Kepuasan Pasien

Crosstab

			Kepuasan Pasien		Total
			Puas	Kurang Puas	
Tingkat Pendidikan	SD	Count	6	5	11
		% within Tingkat Pendidikan	54.5%	45.5%	100.0%

			Puas	Kurang Puas	Total
	SMP	Count	13	14	27
		% within Tingkat Pendidikan	48.1%	51.9%	100.0%
	SMA/SMK	Count	31	15	46
		% within Tingkat Pendidikan	67.4%	32.6%	100.0%
	D3	Count	6	1	7
		% within Tingkat Pendidikan	85.7%	14.3%	100.0%
	S1	Count	44	12	56
		% within Tingkat Pendidikan	78.6%	21.4%	100.0%
	S2	Count	3	0	3
		% within Tingkat Pendidikan	100.0%	0.0%	100.0%
Total		Count	103	47	150
		% within Tingkat Pendidikan	68.7%	31.3%	100.0%

Pekerjaan * Kepuasan Pasien

Crosstab

			Kepuasan Pasien		Total
			Puas	Kurang Puas	
Pekerjaan	PNS	Count	20	3	23
		% within Pekerjaan	87.0%	13.0%	100.0%
	Karyawan Swasta	Count	33	11	44
		% within Pekerjaan	75.0%	25.0%	100.0%
	BUMN	Count	5	2	7
		% within Pekerjaan	71.4%	28.6%	100.0%
	Wiraswasta	Count	35	28	63
		% within Pekerjaan	55.6%	44.4%	100.0%
	Tidak Bekerja	Count	10	3	13
		% within Pekerjaan	76.9%	23.1%	100.0%
Total		Count	103	47	150
		% within Pekerjaan	68.7%	31.3%	100.0%

Jarak rumah ke rumah sakit * Kepuasan Pasien

Crosstab

			Kepuasan Pasien		Total
			Puas	Kurang Puas	
Jarak rumah ke rumah sakit	<5	Count	82	36	118
		% within Jarak rumah ke rumah sakit	69.5%	30.5%	100.0%
	>5	Count	21	11	32

				65.6%	34.4%	100.0%
	% within Jarak rumah ke rumah sakit			65.6%	34.4%	100.0%
Total	Count			103	47	150
	% within Jarak rumah ke rumah sakit			68.7%	31.3%	100.0%

Jumlah Kunjungan * Kepuasan Pasien

Crosstab

			Kepuasan Pasien		Total
			Puas	Kurang Puas	
Jumlah Kunjungan	2 Kali	Count	16	9	25
		% within Jumlah Kunjungan	64.0%	36.0%	100.0%
	3 Kali	Count	28	11	39
		% within Jumlah Kunjungan	71.8%	28.2%	100.0%
	4 Kali	Count	18	6	24
		% within Jumlah Kunjungan	75.0%	25.0%	100.0%
	>4 Kali	Count	41	21	62
		% within Jumlah Kunjungan	66.1%	33.9%	100.0%
Total		Count	103	47	150
		% within Jumlah Kunjungan	68.7%	31.3%	100.0%

Crosstabs

Brand Image * *Trust*

Crosstab

			Trust		Total
			Baik	Kurang Baik	
Brand Image	Baik	Count	93	20	113
		% within Brand Image	82.3%	17.7%	100.0%
	Kurang Baik	Count	19	18	37
		% within Brand Image	51.4%	48.6%	100.0%
Total		Count	112	38	150
		% within Brand Image	74.7%	25.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	14.115[a]	1	.000		
Continuity Correction[b]	12.526	1	.000		
Likelihood Ratio	13.028	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	14.021	1	.000		
N of Valid Cases	150				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.37.

b. Computed only for a 2x2 table

*Customer experience * Trust*

Crosstab

			Trust		Total
			Baik	Kurang Baik	
Customer Experience	Baik	Count	95	21	116
		% within Customer Experience	81.9%	18.1%	100.0%
	Kurang Baik	Count	17	17	34
		% within Customer Experience	50.0%	50.0%	100.0%
Total		Count	112	38	150
		% within Customer Experience	74.7%	25.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	14.142[a]	1	.000		
Continuity Correction[b]	12.506	1	.000		
Likelihood Ratio	12.930	1	.000		
Fisher's Exact Test				.001	.000
Linear-by-Linear Association	14.048	1	.000		
N of Valid Cases	150				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.61.

b. Computed only for a 2x2 table

Brand Image * Kepuasan Pasien

Crosstab

			Kepuasan Pasien		Total
			Puas	Kurang Puas	
Brand Image	Baik	Count	91	22	113
		% within Brand Image	80.5%	19.5%	100.0%
	Kurang Baik	Count	12	25	37
		% within Brand Image	32.4%	67.6%	100.0%
Total		Count	103	47	150
		% within Brand Image	68.7%	31.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	29.971[a]	1	.000		
Continuity Correction[b]	27.777	1	.000		
Likelihood Ratio	28.489	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	29.771	1	.000		
N of Valid Cases	150				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.59.

b. Computed only for a 2x2 table

Customer experience * Kepuasan Pasien

Crosstab

			Kepuasan Pasien		Total
			Puas	Kurang Puas	
Customer Experience	Baik	Count	100	16	116
		% within Customer Experience	86.2%	13.8%	100.0%
	Kurang Baik	Count	3	31	34
		% within Customer Experience	8.8%	91.2%	100.0%
Total		Count	103	47	150
		% within Customer Experience	68.7%	31.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	73.179[a]	1	.000		
Continuity Correction[b]	69.627	1	.000		
Likelihood Ratio	73.153	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	72.691	1	.000		
N of Valid Cases	150				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.65.

b. Computed only for a 2x2 table

Brand Image * Customer Experience

Crosstab

			Customer Experience		Total
			Baik	Kurang Baik	
Brand Image	Baik	Count	102	11	113
		% within Brand Image	90.3%	9.7%	100.0%
	Kurang Baik	Count	14	23	37
		% within Brand Image	37.8%	62.2%	100.0%
Total		Count	116	34	150
		% within Brand Image	77.3%	22.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	43.707[a]	1	.000		
Continuity Correction[b]	40.768	1	.000		
Likelihood Ratio	39.342	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	43.416	1	.000		
N of Valid Cases	150				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.39.

b. Computed only for a 2x2 table

Trust * Kepuasan Pasien

Crosstab

			Kepuasan Pasien		Total
			Puas	Kurang Puas	
Trust	Baik	Count	91	21	112
		% within *Trust*	81.3%	18.8%	100.0%
	Kurang Baik	Count	12	26	38
		% within *Trust*	31.6%	68.4%	100.0%
Total		Count	103	47	150
		% within *Trust*	68.7%	31.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	32.536[a]	1	.000		
Continuity Correction[b]	30.268	1	.000		
Likelihood Ratio	31.027	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	32.319	1	.000		
N of Valid Cases	150				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.91.

b. Computed only for a 2x2 table

Regression

Pengaruh Brand Image dan *Customer experience* Terhadap *Trust*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.406[a]	.165	.153	5.46273

a. Predictors: (Constant), Customer Experience, Brand Image

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	865.585	2	432.793	14.503	.000[b]
	Residual	4386.688	147	29.841		
	Total	5252.273	149			

a. Dependent Variable: *Trust*

b. Predictors: (Constant), Customer Experience, Brand Image

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.527	2.877		5.744	.000
	Brand Image	.231	.094	.245	2.442	.016
	Customer Experience	.130	.065	.200	1.992	.048

a. Dependent Variable: *Trust*

Pengaruh Brand Image, *Customer experience* dan *Trust* Terhadap Kepuasan Pasien

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.743[a]	.552	.543	10.19729

a. Predictors: (Constant), *Trust*, Customer Experience, Brand Image

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18705.715	3	6235.238	59.963	.000[b]
	Residual	15181.778	146	103.985		
	Total	33887.493	149			

a. Dependent Variable: Kepuasan Pasien

b. Predictors: (Constant), *Trust*, Customer Experience, Brand Image

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.677	5.943		-.450	.653
	Brand Image	.381	.180	.159	2.115	.036
	Customer Experience	.860	.123	.522	6.987	.000
	Trust	.521	.154	.205	3.383	.001

a. Dependent Variable: Kepuasan Pasien

Lampiran 5. Kode Etik Penelitian

KEMENTERIAN PENDIDIKAN, KEBUDAYAAN
RISET, DAN TEKNOLOGI
UNIVERSITAS HASANUDDIN
FAKULTAS KESEHATAN MASYARAKAT
Jln.Perintis Kemerdekaan Km.10 Makassar 90245, Telp.(0411) 585658,
E-mail : fkm.unhas@gmail.com, website: https/fkm.unhas.ac.id/

REKOMENDASI PERSETUJUAN ETIK
Nomor : **1370/UN4.14.1/TP.01.02/2024**

Tanggal: 05 Juni 2024

Dengan ini Menyatakan bahwa Protokol dan Dokumen yang Berhubungan dengan Protokol
berikut ini telah mendapatkan Persetujuan Etik :

No. Protokol	27524052165	No. Sponsor Protokol	
Peneliti Utama	**Nurul Fitrah Hafid**	Sponsor	Pribadi
Judul Peneliti	**Pengaruh *Brand Image, Customer Experience* dan *Trust* Terhadap Kepuasan Pasien Pada Instalasi Rawat Jalan RSUD Haji Provinsi Sulawesi Selatan Tahun 2024**		
No.Versi Protokol	1	Tanggal Versi	27 Mei 2024
No.Versi PSP	1	Tanggal Versi	27 Mei 2024
Tempat Penelitian	**RSUD Haji Provinsi Sulawesi Selatan**		
Judul Review	[ ] Exempted [x] Expedited [ ] Fullboard	Masa Berlaku **05 Juni 2024 Sampai 05 Juni 2025**	Frekuensi review lanjutan
Ketua Komisi Etik Penelitian	Nama : Prof.dr.Veni Hadju,M.Sc,Ph.D	Tanda tangan	Tanggal 05 Juni 2024
Sekretaris komisi Etik Penelitian	Nama : Dr. Wahiduddin, SKM.,M.Kes	Tanda tangan	Tanggal 05 Juni 2024

Kewajiban Peneliti Utama :
1. Menyerahkan Amandemen Protokol untuk persetujuan sebelum di implementasikan
2. Menyerahkan Laporan SAE ke Komisi Etik dalam 24 Jam dan dilengkapi dalam 7 hari dan Lapor SUSAR dalam 72 Jam setelah Peneliti Utama menerima laporan
3. Menyerahkan Laporan Kemajuan (progress report) setiap 6 bulan untuk penelitian resiko tinggi dan setiap setahun untuk penelitian resiko rendah
4. Menyerahkan laporan akhir setelah Penelitian berakhir
5. Melaporakn penyimpangan dari protokol yang disetujui (protocol deviation/violation)
6. Mematuhi semua peraturan yang ditentukan

Lampiran 6. Surat Penelitian

KEMENTERIAN PENDIDIKAN KEBUDAYAAN,
RISET DAN TEKNOLOGI
UNIVERSITAS HASANUDDIN
FAKULTAS KESEHATAN MASYARAKAT
Jl. Perintis Kemerdekaan Km.10 Makassar 90245, Telp.(0411) 585658,
e-mail : fkm.unhas@gmail.com, website: https://fkm.unhas.ac.id/

Nomor : 05349/UN4.14.1/PT.01.04/2024   14 Juni 2024
Lampiran : -
Hal : **Permohonan Izin Penelitian**

Yth.
Kepala Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu
Cq. Bidang Penyelenggaraan Pelayanan Perizinan
Provinsi Sulawesi Selatan
Makassar

Dengan hormat kami sampaikan bahwa mahasiswa Program Studi Magister Administrasi Rumah Sakit Fakultas Kesehatan Masyarakat Universitas Hasanuddin yang tersebut dibawah ini:

Nama : Nurul Fitrah Hafid
Nomor Pokok : K022221020
Program Pendidikan : S2 (Magister)
Program Studi : Administrasi Rumah Sakit
Bermaksud melakukan penelitian dalam rangka persiapan penulisan tesis dengan judul
PENGARUH BRAND IMAGE, CUSTOMER EXPERIENCE, DAN TRUST TERHADAP KEPUASAN PASIEN PADA INSTALASI RAWAT JALAN RSUD HAJI PROVINSI SULAWESI SELATAN TAHUN 2024
Pembimbing : 1. Prof. Dr. Stang, M.Kes
        2. Prof. Dr. dr. A. Indahwaty Sidin, MHSM
Lokasi Penelitian : RSUD Haji Provinsi Sulawesi Selatan
Waktu Penelitian : Juni - Juli 2024

Sehubungan dengan hal tersebut, kiranya yang bersangkutan dapat diizinkan melakukan penelitian dan pengambilan data sesuai dengan judul penelitiannya.

Demikian permintaan izin ini. Atas bantuan dan kerjasamanya disampaikan terima kasih.

          a.n. Dekan
          Wakil Dekan Bidang Akademik dan
          Kemahasiswaan,

          Dr. Wahiduddin, SKM.,M.Kes.
          NIP. 197604072005011004

Tembusan Kepada Yth.:
1. Dekan FKM Unhas (Sebagai laporan)
2. Ketua Program Studi Administrasi Rumah Sakit FKM-UNHAS
3. Nurul Fitrah Hafid
4. Pertinggal

PEMERINTAH PROVINSI SULAWESI SELATAN
DINAS PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU
Jl.Bougenville No.5 Telp. (0411) 441077 Fax. (0411) 448936
Website : http://simap-new.sulselprov.go.id Email : ptsp@sulselprov.go.id
Makassar 90231

Nomor	:	**15558/S.01/PTSP/2024**	**Kepada Yth.**
Lampiran	:	-	Direktur RSUD Haji Makassar
Perihal	:	**Izin penelitian**	

di-
Tempat

Berdasarkan surat Dekan Fak. Kesehatan Masyarakat UNHAS Makassar Nomor : 05349/UN4.14.1/PT.01.04/2024 tanggal 14 Juni 2024 perihal tersebut diatas, mahasiswa/peneliti dibawah ini:

N a m a	:	**NURUL FITRAH HAFID**
Nomor Pokok	:	K022221020
Program Studi	:	Administrasi Rumah Sakit
Pekerjaan/Lembaga	:	Mahasiswa (S2)
Alamat	:	Jl. P. Kemerdekaan Km 10, Makassar

Bermaksud untuk melakukan penelitian di daerah/kantor saudara dalam rangka menyusun Tesis, dengan judul :

" PENGARUH BRAND IMAGE, CUSTOMER EXPERIENCE DAN TRUST TERHADAP KEPUASAN PASIEN INSTALASI RAWAT JALAN RSUD HAJI PROVINSI SULAWESI SELATAN TAHUN 2024 "

Yang akan dilaksanakan dari : Tgl. **15 Juni s/d 15 Juli 2024**

Sehubungan dengan hal tersebut diatas, pada prinsipnya kami **menyetujui** kegiatan dimaksud dengan ketentuan yang tertera di belakang surat izin penelitian.

Demikian Surat Keterangan ini diberikan agar dipergunakan sebagaimana mestinya.

Diterbitkan di Makassar
Pada Tanggal 14 Juni 2024

KEPALA DINAS PENANAMAN MODAL DAN PELAYANAN TERPADU
SATU PINTU PROVINSI SULAWESI SELATAN

ASRUL SANI, S.H., M.Si.
Pangkat : PEMBINA TINGKAT I
Nip : 19750321 200312 1 008

Tembusan Yth
1. Dekan Fak. Kesehatan Masyarakat UNHAS Makassar di Makassar;
2. *Pertinggal.*

Lampiran 7. Dokumentasi Penelitian