Artikel Ilmiah
Manajemen Perubahan
(Kebutuhan Dasar Organisasi Saat Ini)

Penelitian Ilmiah
Pengaruh Efektivitas Komunikasi, Kualitas Teknis
dan Kualitas Pencarian Jasa Klinik Onkologi Surabaya
terhadap Komitmen Pasien untuk keberlanjutan melalui
Kepercayaan pasien

Upaya Pencapaian Standar Pelayanan Minimal Program
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Critical Appraisal
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The Influence of Communication Effectiveness, Technical and Functional Service Quality of Surabaya Oncology Clinic on Patient-Relationship Commitment through Patients' Trust

Pengaruh Efektivitas Komunikasi, Kualitas Teknis dan Kualitas Fungsional Jasa Klinik Onkologi Surabaya terhadap Komitmen Pasien untuk Berhubungan Melalui Kepercayaan Pasien


Abstract

Health-service providers often ignore the central role of interpersonal communication on perceived-service-quality and relationship commitment. All along, the health-service providers feel their 'superiority' due to the nature of their services which are high in complexity, intangible, and highly customized. Effective communication between service providers and their customers develop a good perception of service quality, particularly the technical-service-quality and contribute to customers' trust-building. Customers' trust will definitely create a patient-relationship commitment towards the providers. The purpose of this study was to evaluate the influence of communication effectiveness and the service quality of Surabaya Oncology Clinic on patient-relationship commitment through patients' trust. This was an observational research using survey method conducted by questionnaires to 150 inpatients of Surabaya Oncology Clinic. The sample was chosen non randomly and the path analysis was used to test the hypothesis by applying the SPSS 11.00 software program with α = 0.05. The result of the analysis showed only one of eight causal relationships was not significant. From beta coefficient (standardized), trust presented the highest influence on relationship commitment. Thus, it can be concluded that a relationship commitment is influenced by trust, communication effectiveness and patients' perception towards technical quality.

Keyword : communication, effectiveness, perceived-service-quality relationship, commitment, trust,

Daftar Pustaka :