

**STRATEGI PENINGKATAN *BEHAVIORAL INTENTION* BERBASIS
CUSTOMER ENGAGEMENT DI POLIKLINIK UMUM GIGI DAN
MULUT RSU BUNDA PADANG**

TESIS



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**STRATEGIES TO ENHANCE BEHAVIORAL INTENTION BASED ON CUSTOMER
ENGAGEMENT IN THE GENERAL DENTAL DEPARTMENT OF BUNDA
HOSPITAL PADANG**

ABSTRACT

In 2021, a policy was implemented that required dental polyclinic referrals at the hospital to be exclusively serviced by specialized dentists. This policy resulted in a decrease in patient visits to the general dentistry clinic within the hospital. Currently, RSUD Bunda Padang has 2 general dentists and 2 specialized dentists. In 2022, there was a significant 52% decrease in patient visits to the dental polyclinic at RSUD Bunda Padang compared to 2019. The objective of this research is to analyze the behavioral intentions influenced by customer engagement, customer experience, towards customer behavioral intentions. The research method used a mixed method with a sequential explanatory design. This research was tested using PLS with the SEMPLS 4.0 application, with a sample size of 35 individuals who were patients at the general dentistry clinic of RSUD Bunda Padang in July 2023. The results of the quantitative research indicate that the variables affecting customer experience are cognitive and attitudinal attachment, while behavioral attachment does not have a significant impact. The variables influencing customer identification are cognitive and behavioral attachment, while attitudinal attachment does not significantly affect it. Customer experience significantly affects behavioral intention, while customer identification does not significantly influence behavioral intention. The findings above can be used by the hospital to determine strategies to increase customer intentions to choose the general dentistry clinic at RSUD Bunda Padang. Further research and analysis are recommended, especially within the healthcare industry, while future studies may replicate the findings across various healthcare sectors or different hospitals.

Keywords: *Customer Engagement, Customer Identification, Customer Experience, General Dentistry, Behavioral Intention*



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ABSTRAK

Pada tahun 2021 terdapat kebijakan bahwa rujukan pasien poli gigi di Rumah Sakit harus dilayani oleh dokter gigi spesialis. Hal ini berdampak terjadinya penurunan kunjungan pasien di poli dokter gigi umum di rumah sakit. Saat ini RSUD Bunda Padang memiliki 2 dokter gigi umum dan 2 dokter gigi spesialis. Tahun 2022 RSUD Bunda Padang terjadi penurunan kunjungan pasien poli gigi RSUD Bunda Padang sebesar 52% dibandingkan tahun 2019. Tujuan penelitian ini untuk menganalisis niat perilaku yang dipengaruhi oleh keterlibatan pelanggan (*customer engagement*), pengalaman pelanggan (*customer experience*) terhadap niat perilaku pelanggan (*behavioral intention*). Metode penelitian ini menggunakan *mixed method* dengan desain *sequential explanatory design*. Penelitian ini diuji dengan menggunakan PLS dengan aplikasi SEMPLS4.0 dengan sampel sebanyak 35 orang yang merupakan pasien dari poli gigi umum RSUD Bunda Padang di bulan Juli 2023. Hasil penelitian kuantitatif menunjukkan bahwa variabel yang mempengaruhi *customer experience* adalah *cognitive* dan *attitudinal attachment*, sedangkan *behavioral attachment* tidak berpengaruh signifikan. Variabel yang mempengaruhi *customer identification* adalah *cognitive* dan *behavioral attachment*, sedangkan *attitudinal attachment* tidak berpengaruh signifikan. *Customer experience* berpengaruh signifikan terhadap *behavioral intention* dan *customer identification* tidak berpengaruh signifikan terhadap *behavioral intention*. Dari temuan di atas dapat digunakan pihak rumah sakit untuk menentukan strategi agar meningkatkan niat *customer* agar memilih poli gigi umum RSUD Bunda Padang. Penelitian ini dapat diuji dan dianalisis lebih lanjut, terutama dalam industri kesehatan. Sementara penelitian di masa depan dapat mengikuti hasil dari penelitian ini di berbagai sektor kesehatan atau beberapa rumah sakit.

Kata Kunci: *Customer Engagement, Customer Identification, Customer Experience, Poli Gigi, Rumah Sakit, Behavioral Intention*

