

Analisis Pengaruh Kualitas Layanan Supply Chain Management Produk Kesehatan Terhadap Kepuasan Rumah Sakit Dan Laboratorium Klinik = Analysis Effect of Service Quality Supply Chain Management Healthcare Product towards Hospital and Clinical Laboratories Satisfaction

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Abstrak

Supply Chain Management (SCM) merupakan salah satu hal yang sangat penting dalam dunia kesehatan karena berpengaruh langsung terhadap kualitas layanan yang diberikan. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh kualitas layanan supply chain management produk kesehatan terhadap kepuasan rumah sakit dan laboratorium klinik. Penelitian ini menggunakan enam dimensi kualitas layanan yaitu assurance, communication, empathy, reliability, responsiveness, and tangibles. Hasil survey dianalisis dengan Structural Equation Modelling-Partial Least Square (SEM-PLS). Sebanyak 67 rumah sakit dan laboratorium klinik menjadi sampel penelitian ini. Hasil penelitian menunjukkan bahwa kualitas layanan supply chain management produk kesehatan berpengaruh positif terhadap kepuasan rumah sakit dan laboratorium klinik, dan reliability adalah dimensi kualitas yang paling berpengaruh terhadap kepuasan rumah sakit dan laboratorium klinik.

.....Supply Chain Management (SCM) is one of the critical things in healthcare sector because it has a direct effect on the quality of services provided. The aim of this study is to analyze the effect of Service Quality Supply Chain Management Healthcare Products on hospital and clinical laboratories satisfaction. The study adapted six dimensions of service quality namely assurance, communication, empathy, reliability, responsiveness, and tangibles. Survey data was analyzed Structural Equation Modelling-Partial Least Square (SEM-PLS). A total of 67 hospitals and clinical laboratories were the research sample. The results show that Service Quality Supply Chain Management Healthcare Product has a positive effect on hospital and clinical laboratories satisfaction Reliability is the most prominent dimension that determines hospital and clinical laboratory satisfaction.