ABSTRAK

Perkembangan sektor jasa rumah sakit memberikan banyak sekali pilihan tempat masyarakat untuk berobat. Rumah sakit memiliki tugas untuk memberikan pelayanan kesehatan kepada masyarakat secara berkesinambungan. Adapun tujuan penelitian ini adalah unutk menguji dan menganalisis pengaruh *experience economy* dan *healthcare facility* terhadap *intention of revisiting* pasien melalui *patient satisfaction* sebagai variable intervening (Study Pada Pasien Rawat Jalan di Rumah Sakit Daerah Kalisat). Penelitian ini menggunakan tipe penelitian deskriptif kuantitatif. Populasi penelitian ini adalah pasien rawat jalan Rumah Sakit Daerah Kalisat dan pengambilan sampel menggunakan metode purposive sampling. Tehnik analisis yang digunakan dalam pengujian hipotesis yaitu dengan pengujian Variance-based SEM atau Partial Least Square (SEM-PLS) dengan program warp pls 7.0. Hasil penelitian menunjukkan bahwa *experience economy* berpengaruh positif dan signifikan terhadap *intention of revisiting* dan *patient satisfaction*. *Healthcare facility* berpengaruh positif dan signifikan terhadap *intention of revisiting* dan *patient satisfaction*. *Patient Satisfaction* berpengaruh positif dan signifikan terhadap *Intention of Revisiting*. *Experience economy* dan *healthcare facility* berpengaruh positif dan signifikan terhadap *intention of revisiting* melalui *patient satisfaction* sebagai variabel intervening

Kata kunci: *Experience Economy, Healthcare Facility, Intention of Revisiting, dan Patient Satisfaction*

ABSTRACT

The development of the hospital service sector provides many choices of places for people to seek treatment. Hospitals have a duty to provide health services to the community on an ongoing basis. The purpose of this study is to test and analyze the effect of experience economy and healthcare facility on the intention of revisiting patients through patient satisfaction as an intervening variable (Study on Outpatients at Kalisat Regional Hospital). This study uses descriptive quantitative research. The population of this study were outpatients of the Kalisat Regional Hospital and sampling using purposive sampling method. The analysis technique used in hypothesis testing is Variance-based SEM or Partial Least Square (SEM-PLS) testing with the warp pls 7.0 program. The results showed that experience economy has a positive and significant effect on intention of revisiting and patient satisfaction. Healthcare facility has a positive and significant effect on intention of revisiting and patient satisfaction. Patient satisfaction has a positive and significant effect on intention of revisiting. Experience economy and healthcare facility have a positive and significant effect on intention of revisiting through patient sSatisfaction as an intervening variable.

Keywords: *Experience Economy, Healthcare Facility, Intention of Revisiting, dan Patient Satisfaction*