

ABSTRAK

Penelitian ini menguji pengaruh profesionalisme, lokasi, dan harga terhadap keputusan konsumen layanan kesehatan hewan di Kabupaten Banyuwangi dengan minat menggunakan jasa sebagai variabel intervening, mengingat meningkatnya kompetisi layanan veteriner di wilayah tersebut. Penelitian menggunakan pendekatan kuantitatif dengan desain explanatory melalui Partial Least Square Structural Equation Modeling (PLS-SEM) terhadap 150 responden pemilik hewan yang dipilih secara purposive sampling, mengukur sepuluh hipotesis melalui kuesioner berbasis skala Likert dengan indikator dari masing-masing variabel penelitian. Semua hipotesis terbukti signifikan, menunjukkan bahwa profesionalisme, lokasi, dan harga secara langsung memengaruhi keputusan konsumen dan minat menggunakan jasa, dengan minat menggunakan jasa berperan sebagai mediator parsial pada ketiga hubungan tersebut. Model penelitian menjelaskan varians keputusan konsumen dan minat secara kuat. Minat menggunakan jasa terkonfirmasi sebagai prediktor utama keputusan konsumen yang memediasi pengaruh faktor pemasaran jasa terhadap pilihan layanan kesehatan hewan. Temuan praktis merekomendasikan optimalisasi profesionalisme dokter hewan, aksesibilitas lokasi klinik, dan strategi harga kompetitif untuk klinik veteriner di Banyuwangi, dengan implikasi teoritis pengembangan model perilaku konsumen pada layanan kesehatan hewan.

Kata kunci: Layanan Kesehatan Hewan, Keputusan Konsumen, Minat Menggunakan Jasa, Profesionalisme, Lokasi, Harga, Banyuwangi

ABSTRACT

This study examines the influence of professionalism, location, and price on the decision of animal health service consumers in Banyuwangi Regency with interest in using services as an intervening variabel, considering the increasing competition for veterinary services in the region. The study used a quantitative approach with an explanatory design through Partial Least Square Structural Equation Modeling (PLS-SEM) on 150 animal owner respondents selected by purposive sampling, measuring ten hypotheses through a questionnaire based on the Likert scale with indicators from each study variabel. All hypotheses proved to be significant, suggesting that professionalism, location, and price directly influence consumer decisions and interest in using services, with interest in using services acting as partial mediators in all three relationships. The research model explains the variance in consumer decisions and interests strongly. Interest in using services is confirmed as the main predictor of consumer decisions that mediate the influence of service marketing factors on the choice of animal health services. The practical findings recommend optimization of veterinarian professionalism, clinic location accessibility, and competitive pricing strategies for veterinary clinics in Banyuwangi, with theoretical implications for the development of consumer behavior models on animal health services.

Keywords: Animal Health Services, Consumer Decision, Interest in Using Services, Professionalism, Location, Price, Banyuwangi