

**KEPUASAN PELANGGAN TERHADAP JASA LAYANAN
FISIOTERAPI PADA ATLET DI SURABAYA**

SKRIPSI

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S U R A B A Y A**

**PROGRAM STUDI MANAJEMEN
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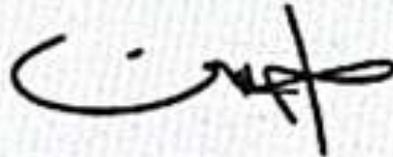
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ABSTRAK

Kepuasan atlet dalam proses penyembuhan cedera masih menjadi permasalahan yang belum optimal akibat layanan fisioterapi yang tersedia belum sepenuhnya memenuhi standar yang diharapkan. Padahal, atlet memerlukan layanan fisioterapi yang berkualitas untuk menunjang semangat pemulihan, memperoleh perawatan yang intensif, serta menjaga kondisi fisik agar tetap bugar dan siap menghadapi kompetisi. Di Kota Surabaya, layanan fisioterapi masih menghadapi berbagai kendala, terutama pada aspek sarana dan prasarana, serta komunikasi antara terapis dan atlet yang belum berjalan secara optimal. Kondisi tersebut menimbulkan kesenjangan antara kebutuhan atlet dan kualitas layanan yang diterima, sehingga diperlukan kajian lebih lanjut untuk menganalisis faktor-faktor yang memengaruhi kepuasan atlet terhadap layanan fisioterapi.

Penelitian ini menggunakan pendekatan kuantitatif dengan melibatkan 257 atlet yang pernah menjalani layanan fisioterapi di Kota Surabaya sebagai responden penelitian. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan metode *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan bantuan perangkat lunak SmartPLS versi 4.1.1.4 untuk menguji hubungan antarvariabel yang diteliti.

Hasil penelitian menunjukkan bahwa *customer experience* dan *customer perceived value* berpengaruh positif dan signifikan terhadap *customer satisfaction*, sedangkan *perceived privacy* tidak berpengaruh signifikan terhadap *customer satisfaction*. Selain itu, *customer experience*, *perceived privacy*, dan *customer perceived value* terbukti berpengaruh positif terhadap *trust*. Namun, pada pengujian peran mediasi, *trust* tidak mampu memediasi hubungan antara *customer experience*, *perceived privacy*, maupun *customer perceived value* terhadap *customer satisfaction*. Temuan ini mengindikasikan bahwa kepuasan atlet terhadap layanan fisioterapi lebih dipengaruhi oleh pengalaman layanan dan nilai manfaat yang dirasakan secara langsung dibandingkan melalui pembentukan kepercayaan sebagai variabel mediasi.

Berdasarkan temuan penelitian, penyedia jasa layanan fisioterapi di Surabaya disarankan untuk meningkatkan kualitas layanan secara berkelanjutan, terutama dalam menciptakan pengalaman layanan yang positif dan memberikan nilai manfaat yang nyata bagi atlet. Upaya peningkatan kepercayaan tetap perlu diperhatikan melalui konsistensi layanan, profesionalisme terapis, serta transparansi dalam komunikasi. Selain itu, penyedia layanan juga diharapkan memperbaiki pengelolaan sarana dan prasarana serta memperkuat perlindungan data pribadi atlet agar tercipta rasa aman dan kenyamanan selama proses perawatan. Dengan optimalisasi aspek-aspek tersebut, layanan fisioterapi diharapkan mampu meningkatkan kepuasan atlet dan membangun hubungan jangka panjang yang berkelanjutan.

Kata kunci: kepercayaan, kepuasan pelanggan, nilai yang dirasakan pelanggan, pengalaman pelanggan, privasi yang dirasakan.

ABSTRACT

Athlete satisfaction in the injury recovery process remains suboptimal due to the available physiotherapy services not fully meeting the expected standards. In fact, athletes require high-quality physiotherapy services to support recovery motivation, receive intensive treatment, and maintain physical condition to remain fit and ready for competition. In the city of Surabaya, physiotherapy services still face various challenges, particularly related to facilities and infrastructure, as well as suboptimal communication between therapists and athletes. This condition creates a gap between athletes' needs and the quality of services received, indicating the need for further research to analyze the factors influencing athlete satisfaction with physiotherapy services.

This study employs a quantitative approach involving 257 athletes who have previously undergone physiotherapy services in Surabaya as research respondents. Data were collected through questionnaires and analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS version 4.1.1.4 to examine the relationships among the studied variables.

The results show that customer experience and customer perceived value have a positive and significant effect on customer satisfaction, while perceived privacy does not have a significant effect on customer satisfaction. Furthermore, customer experience, perceived privacy, and customer perceived value are proven to have a positive effect on trust. However, in testing the mediating role, trust is unable to mediate the relationship between customer experience, perceived privacy, and customer perceived value on customer satisfaction. These findings indicate that athlete satisfaction with physiotherapy services is more strongly influenced by direct service experiences and perceived benefits rather than through the formation of trust as a mediating variable.

Based on the research findings, physiotherapy service providers in Surabaya are encouraged to continuously improve service quality, particularly in creating positive service experiences and delivering tangible value for athletes. Efforts to enhance trust should also be emphasized through service consistency, therapist professionalism, and transparency in communication. In addition, service providers are expected to improve the management of facilities and infrastructure and strengthen the protection of athletes' personal data to ensure a sense of security and comfort during the treatment process. By optimizing these aspects, physiotherapy services are expected to enhance athlete satisfaction and establish sustainable long-term relationships.

Keywords: customer experience, customer perceived value, customer satisfaction, perceived privacy, trust.

DAFTAR ISI

PERNYATAAN	iii
DECLARATION	iv
HALAMAN PERSETUJUAN SKRIPSI	v
LEMBAR PENGESAHAN	vi
LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI	vii
ABSTRAK	viii
ABSTRACT	ix
KATA PENGANTAR	x
DAFTAR ISI	xiv
DAFTAR TABEL	xvii
DAFTAR GAMBAR	xviii
DAFTAR LAMPIRAN	xix
BAB 1 PENDAHULUAN	1
1.1. Latar Belakang	1
1.2. Rumusan Masalah.....	6
1.3. Tujuan Penelitian	7
1.4. Manfaat Penelitian	8
1.4.1 Manfaat Teoritis	8
1.4.2 Manfaat Praktis	9
BAB 2 LANDASAN TEORI	12
2.1. Perilaku Konsumen	12
2.1.1. Konsep Perilaku Konsumen.....	12
2.1.2. Faktor Perilaku Konsumen	13
2.2. <i>Customer Satisfaction</i>	14
2.2.1. Faktor-faktor <i>Customer Satisfaction</i>	14
2.2.2. Indikator <i>Customer Satisfaction</i>	15
2.3. <i>Customer Experience</i>	16
2.3.1 Faktor-faktor <i>Customer Experience</i>	17
2.3.2 Dimensi dan Indikator <i>Customer Experience</i>	18
2.4. <i>Perceived Privacy</i>	19

2.4.1	Indikator <i>Perceived Privacy</i>	19
2.5.	<i>Customer Perceived Value</i>	21
2.5.1	Indikator <i>Customer Perceived Value</i>	22
2.6.	<i>Trust</i>	23
2.6.1	Indikator <i>Trust</i>	23
2.7.	Penelitian Terdahulu	26
2.8.	Pengembangan Hipotesis Penelitian	29
2.9.	Kerangka Konseptual Penelitian.....	37
BAB 3	METODE PENELITIAN.....	33
3.1.	Jenis Penelitian.....	33
3.2.	Waktu dan tempat Penelitian.....	33
3.3.	Populasi dan Sampel Penelitian	33
3.4.	Definisi Operasional	35
3.5.	Jenis dan Sumber Data.....	33
3.6.	Teknik Pengumpulan Data	33
3.6.1.	Kisi-Kisi Instrumen Angket	34
3.7.	Teknik Analisis Data	36
3.7.1.	Analisis Statistik Deskriptif.....	36
3.7.2.	Analisis <i>Structural Equation Modeling</i> (SEM) PLS	36
3.7.3.	<i>Partial Least Square</i> (PLS).....	37
3.7.4.	Evaluasi Model Pengukuran (<i>Outer Model</i>)	38
3.7.5.	Evaluasi Model Struktural / <i>Inner Model</i>	40
3.7.6.	Uji Tambahan (<i>Predictive Robustness</i>)	43
BAB 4	HASIL DAN PEMBAHASAN.....	50
4.1	Deskripsi Hasil Penelitian.....	50
4.2.1	Karakteristik Responden.....	50
4.2.2	Hasil Jawaban Responden.....	55
4.3	Analisis Inferensial	60
4.3.1	Model Pengukuran (<i>Outer Model</i>).....	61
4.3.2	Model Pengukuran (<i>Inner Model</i>)	69
4.2.3	Uji Tambahan (<i>Predictive Robustness</i>)	77
4.4	Pembahasan.....	81
4.4.1	Pengaruh <i>Customer Experience</i> terhadap <i>Customer Satisfaction</i>	82

4.4.2	Pengaruh <i>Perceived Privacy</i> terhadap <i>Customer Satisfaction</i>	82
4.4.3	Pengaruh <i>Customer Perceived Value</i> terhadap <i>Customer Satisfaction</i>	84
4.4.4	Pengaruh <i>Customer Experience</i> terhadap <i>Trust</i>	85
4.4.5	Pengaruh <i>Perceived Privacy</i> terhadap <i>Trust</i>	85
4.4.6	Pengaruh <i>Customer Perceived Value</i> terhadap <i>Trust</i>	86
4.4.7	Pengaruh <i>Trust</i> terhadap <i>Customer Satisfaction</i>	87
4.4.8	Pengaruh <i>Customer Experience</i> terhadap <i>Customer Satisfaction</i> melalui <i>Trust</i>	88
4.4.9	Pengaruh <i>Perceived Privacy</i> terhadap <i>Customer Satisfaction</i> melalui <i>trust</i>	89
4.4.10	Pengaruh <i>Customer Perceived Value</i> terhadap <i>Customer Satisfaction</i> melalui <i>Trust</i>	90
4.4.11	Hasil Uji <i>Robustness Model</i>	91
BAB 5 KESIMPULAN DAN SARAN		92
5.1	Kesimpulan	92
5.2	Saran	93
5.3	Keterbatasan Penelitian.....	94
DAFTAR PUSTAKA		95
LAMPIRAN		103

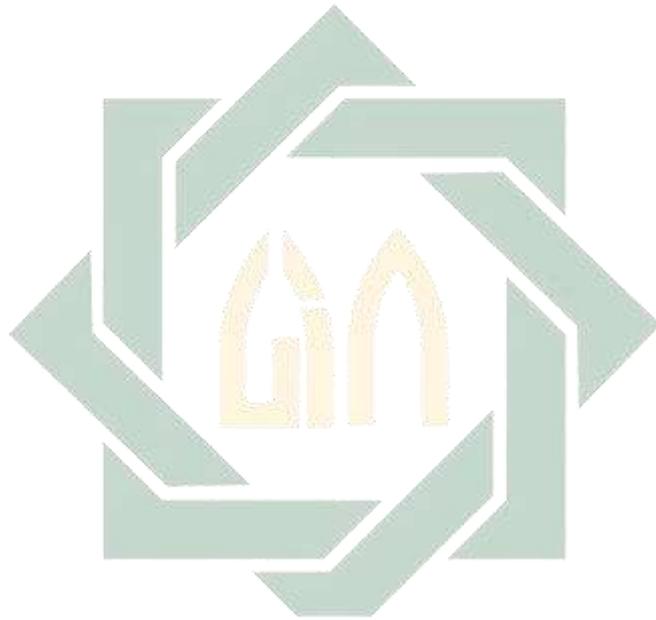
UIN SUNAN AMPEL
S U R A B A Y A

DAFTAR TABEL

Tabel 2.1 Penelitian Terdahulu.....	26
Tabel 3. 1 Definisi Operasional dan Indikator	33
Tabel 3. 2 Skala Instrumen.....	34
Tabel 3. 3 Kisi Instrumen Angket	34
Tabel 4. 1 Jenis Kelamin Responden	50
Tabel 4. 2 Usia Responden.....	51
Tabel 4. 3 Cabang Olahraga Responden	52
Tabel 4. 4 Tingkat Keikutsertaan dan Lama Menjadi Atlet	53
Tabel 4. 5 Waktu, Frekuensi, Jenis Cidera	54
Tabel 4. 6 Hasil Jawaban Variabel Customer Experience.....	56
Tabel 4. 7 Hasil Jawaban Variabel Perceived Privacy	57
Tabel 4. 8 Hasil Jawaban Variabel Customer Perceived Value.....	57
Tabel 4. 9 Hasil Jawaban Variabel Trust.....	58
Tabel 4. 10 Hasil Jawaban Variabel Customer Satisfaction.....	59
Tabel 4. 11 Hasil AVE Uji Convergent Validity.....	62
Tabel 4. 12 Hasil Cross Loading Uji Discriminant Validity	63
Tabel 4. 13 Nilai <i>Latent Variable Correlation</i> , AVE dan Akar Kuadrat AVE.....	65
Tabel 4. 14 Hasil Uji Heterotrait-Monotrait Ratio (HTMT).....	67
Tabel 4. 15 Nilai Composite Reliability	68
Tabel 4. 16 Hasil Uji R Square (R^2).....	69
Tabel 4. 17 Q^2 Predictive Relevance.....	70
Tabel 4. 18 Hasil Uji F-Square	71
Tabel 4. 19 Hasil Uji VIF.....	72
Tabel 4. 20 Hasil Path Coefficient Bootstrapping direct effect & Indirect effect.....	73
Tabel 4. 21 Hasil Uji Robustness Nonlinearity (quadratic effect).....	78
Tabel 4. 22 Hasil Uji Robustness endogeneity (gaussian copula)	79
Tabel 4. 23 Hasil Uji Robustness Heterogeneity (FIMIX-PLS).....	80

DAFTAR GAMBAR

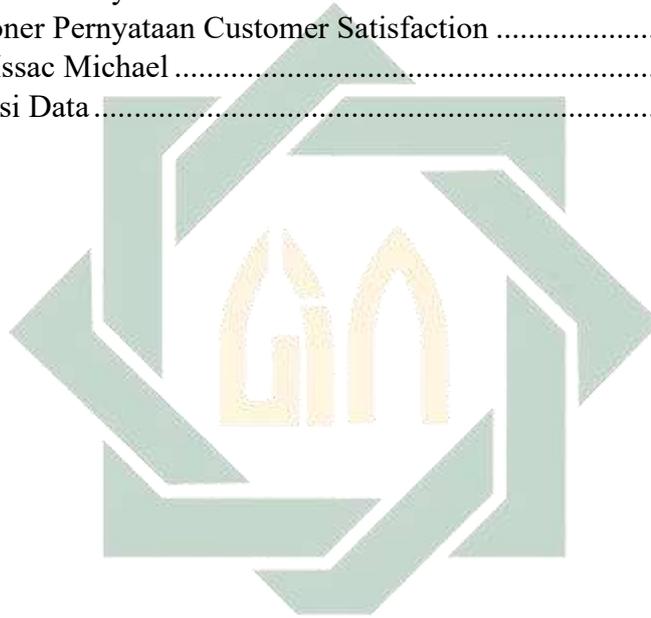
Gambar 2.1 Kerangka Konseptual Penelitian.....	37
Gambar 4. 1 Model Latent Variable Penelitian.....	60



UIN SUNAN AMPEL
S U R A B A Y A

DAFTAR LAMPIRAN

Lampiran 1 Biodata Peneliti	103
Lampiran 2 Data Diri Responden	104
Lampiran 3 Kuesioner Pernyataan Customer Experience	107
Lampiran 4 Kuesioner Pernyataan Perceived Privacy	108
Lampiran 5 Kuesioner Pernyataan Customer Perceived Value	109
Lampiran 6 Kuesioner Pernyataan Trust.....	110
Lampiran 7 Kuesioner Pernyataan Customer Satisfaction	111
Lampiran 8 Tabel Issac Michael	112
Lampiran 9 Tabulasi Data	113



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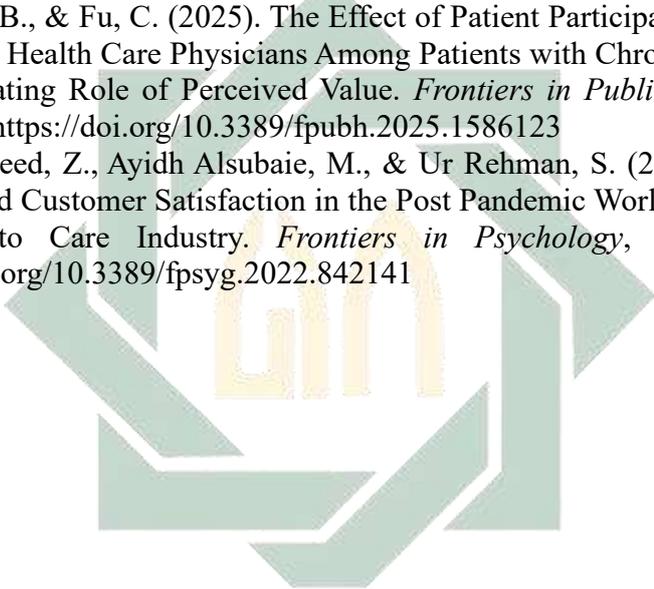
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