

ABSTRACT

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Title : Effect of Health Service Quality on Patient Satisfaction and Loyalty (Studies in Artha Graha Peduli Clinic Patients)

Related to the success of the health services industry such as clinics, patient satisfaction was one of the keys to the success of a clinic. With satisfaction will have receive by the patient, it have expected that patients will return to treatment at the same place. Patient satisfaction, capital to get more patients and loyalty influence the profit received by the clinic. But the satisfaction that will impact on loyalty have certainly inseparable from the quality of services provided, in which clinical management was required to provide the best service to patients, which in reality the quality of service was still lacking in meeting the expectations of its patients. The purpose of this study will determine the effect of health service quality on patient loyalty through patient satisfaction was moderating variable. Respondents used were 170. Data were analyzed using Structural Equation Model (SEM). The results refer to the quality of health care affects patient satisfaction, service quality influences patient loyalty and patient satisfaction influences patient loyalty.

Keywords: service quality, satisfaction, loyalty, health, clinic, patient