

**PENGARUH *SERVICE QUALITY, PRICE FAIRNESS, PHYSICAL ENVIRONMENT* TERHADAP *PATIENT LOYALTY* DENGAN *PATIENT EXPERIENCE* SEBAGAI VARIABEL *INTERVENING* DI RUMAH SAKIT
NURAI DA**

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *service quality, price fairness, physical environment* terhadap *patient loyalty* dengan *patient experience* sebagai variabel *intervening* di RS Nuraida Kota Bogor Jawa Barat. Penelitian ini menggunakan metode analisis kuantitatif dengan desain penelitian *cross sectional*, alat analisis yang digunakan SEM AMOS. Perhitungan sampel menggunakan *purposive sampling* sebanyak 178. Variabel penelitian ini adalah *service quality, price fairness, physical environment, patient loyalty* dan *patient experience*. Penelitian menggunakan kuesioner sebagai instrumen penelitian dengan pengukuran 4 tingkat skala Likert. Hasil penelitian menunjukkan bahwa terdapat pengaruh baik secara simultan, langsung maupun tidak langsung (mediasi) *service quality, price fairness, physical environment* terhadap *patient experience* dan *patient loyalty* Poli Obgyn di RS Nuraida Kota Bogor Jawa Barat.

Kata Kunci : *Service Quality, Price Fairness, Physical Environment, Patient Loyalty, Patient Experience*

INFLUENCE OF SERVICE QUALITY, PRICE FAIRNESS, PHYSICAL ENVIRONMENT ON PATIENT LOYALTY WITH PATIENT EXPERIENCE AS AN INTERVENING VARIABLE AT NURAIDA HOSPITAL

ABSTRACT

This study aims to analyze the influence of service quality, price fairness, and physical environment on patient loyalty with patient experience as an intervening variable at RS Nuraida Hospital in Bogor City, West Java. RS Nuraida serves as an integrated health service center with a specialty in Fertility Services catering to the community in Bogor City and its surrounding areas, where the hospital management optimizes the utilization of Obgyn Polyclinic services. This research employs a quantitative analysis method with a cross-sectional research design, utilizing SEM AMOS as the analytical tool. Sample calculation uses purposive sampling of 178 respondents. The variables of this study include service quality, price fairness, physical environment, patient loyalty, and patient experience. The research utilizes a questionnaire as a research instrument with measurements on a 4-point Likert scale. Data analysis with SEM PLS data processing application indicates direct and indirect influences of service quality, price fairness, and physical environment on patient loyalty with patient experience as the intervening variable at RS Nuraida Hospital in Bogor City, West Java.

Keywords: *Service Quality, Price Fairness, Physical Environment, Patient Loyalty, Patient Experience*