

'ABSTRACT

The service sector, especially health services experienced significant growth and has good prospect. This condition makes the competition become more progressively tight. Every hospital should be able to use a variety of ways in order to attract patient through the quality of service. Society tends to demand fast and better healthcare service. Many hospital are aware of fit, so they have to achieve that customer satisfaction in a variety of strategies to retain customers.

The aim of this research is to analyze the effect of quality of service, price, facilities and customer loyalty to the satisfaction of outpatients. This Research is done in Medika Permata Hijau Jakarta Hospital. The population in this study were outpatients of Medika Permata Hijau Jakarta Hospital. The number of samples used in this study are 100 people. Data analysis technique used is multiple linear regression analysis to determine the influence of the variable quality of services, price, facilities and customer loyalty to the satisfaction of outpatients at Medika Permata Hijau Jakarta.

The results showed that: The service proved positive and significant impact on patient satisfaction, price variable was not influenced patient satisfaction, facilities variable was not influence patient satisfaction, and customer loyalty significant impact onpatient satisfaction. The analysis showed that the variable quality of service, price, facilities, and customer loyalty have a significant positive effect on patient satisfaction variable together.

Keywords: service quality, price, facility, customer loyalty, patient satisfaction