

**KUALITAS PELAYANAN PENGARUHNYA TERHADAP KEPUASAN
PASIEN DALAM MENINGKATKAN LOYALITAS PASIEN RAWAT
JALAN DI RUMAH SAKIT NUR HIDAYAH BANTUL**

***THE INFLUENCE OF SERVICE QUALITY TOWARD PATIENT
SATISFACTION WHICH IS MEDIATED BY PATIENT SATISFACTION
IN NUR HIDAYAH HOSPITAL OF BANTUL***

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ABSTRACT

Nur Hidayah Hospital is one Private Hospital in Bantul. The number of patient visits at the Hospital Nur Hidayah from time to time increased significantly. The existence of this increase needs to be studied in depth, whether the quality of services provided have an impact on patient satisfaction and the loyalty formation in patients Nur Hidayah Hospital. The purpose of this study was to determine the effect of service quality on patient satisfaction, influence patient satisfaction with patient loyalty, influence of service quality toward patient loyalty and also want to know the role of patient satisfaction as mediating variables influence the quality of service to patients Loyalty in the hospital Nur Hidayah Bantul.

Type of this research is quantitative research design without treatment (observational) analytic cross sectional approach. The population in this study were all patients that repeated visits at Nur Hidayah Hospital of Bantul. This study used 100 samples. While the sampling technique used is non-probability sampling.

The results showed that the quality of service influence on patient satisfaction and patient satisfaction effect on patient loyalty. In addition, patient satisfaction as a mediator between the influence of service quality on patient loyalty. Based on the research results, it can be concluded that there is influence the quality of service to the patient loyalty mediated by patient satisfaction Nur Hidayah hospital in Bantul.

Keywords: Service Quality, Patient Satisfaction, Patient Loyalty