

ABSTRACT

The research is motivated by occupancy rate of Bhakti Wira Tamtama Semarang hospital in 2013 were still below the ideal number as stated by the Department of Health. This indicates that is the decision to seek treatment at Bhakti Wira Tamtama hospital was declining and dissatisfaction decreased in patients treated at this hospital. By looking at the existing problem, this study is aimed to analyze how to create patient satisfaction that supported by an increasing of purchasing decisions which is influenced by the doctors quality, medical costs (prices), and facilities.

The population in this study are those who were seekness treated in Bhakti Wira Tamtama Semarang hospital. The methods of data analysis that used in this study is Sobel analysis, multiple regression, which previously tested the validity, reliability and classical assumptions.

The results showed that the doctors quality had a positive and significant impact on seek treatment decisions, seek treatment costs (prices) have a positive and significant impact on seek treatment decisions, the facility has a positive and significant impact on treatment decisions, treatment decisions are positive and significant impact on patient satisfaction in Bhakti Wira Tamtama Semarang hospital. And the results of this study are also proven that the seek treatment decisions influential to mediate variable of doctors quality, seek treatment cost (price), facilities with patient satisfaction variable.

Key words: doctors quality, seek treatment cost, facilities, seek treatment decisions, patient satisfaction.