

## **ABSTRACT**

*This research aims to examine the effect of the quality of medical services and quality of administrative services at the Pertamina Hospital in Cirebon Cirebon Pertamina Hospital patient satisfaction and impact on patient loyalty*

*This study uses population in this study were patients Pertamina Hospital Inpatient Cirebon. The sample used in the study of 100 people, and the method used is accidental sampling. The data was collected by distributing questionnaires to the respondents. The analysis used is multiple linear regression, where Y refers to the variable patient loyalty, Y2, patient satisfaction, Y1, administrative services variables, X2, service variable, X1.*

*Based on the results of the study concluded that medical services and adminitarasi positive and significant impact on the level of patient satisfaction and loyalty and service of medical pasien. Pelayanan admnitrasi better will improve the level of patient satisfaction and loyalty. Patient satisfaction and significant positive effect on the level of patient loyalty. Greater satisfaction of patients perceived to increase the level of patient loyalty to the hospital*

*Keywords: medical services, administration services. Patient loyalty, patient satisfaction, patient loyalty.*