

ABSTRACT

This study was motivated by the number of patient visits at As Syifa's clinic which are still fluctuating and has not met the targets set by management. This study aims to analyze the influence of service quality, price and facilities to the satisfaction of As Syifa's Clinic patients.

Collecting data in this study was conducted by questionnaire of 100 respondents As Syifa's clinic patients by using purposive sampling to determine the response of respondents to the variable service quality, price, facilities, and patient satisfaction. Data analysis technique used is multiple linear regression analysis that serves to prove the hypothesis of the study. Data that have met the test of validity, reliability testing, and test the assumptions of classical processed so that the resulting regression equation as follows:

$$Y = 0,318 X_1 + 0,289 X_2 + 0,256 X_3$$

Based on the analysis results obtained that the variable service quality, price, and the facility has a significant positive effect on patient satisfaction. Adjusted R square value of 0.508 indicating that 50.8 percent of variations in patient satisfaction can be explained by the three independent variables in this study. While the rest of 49.2 percent is explained by other variables not examined in this study.

Keywords: service quality, price, facilities, patient satisfaction