

## ABSTRAK

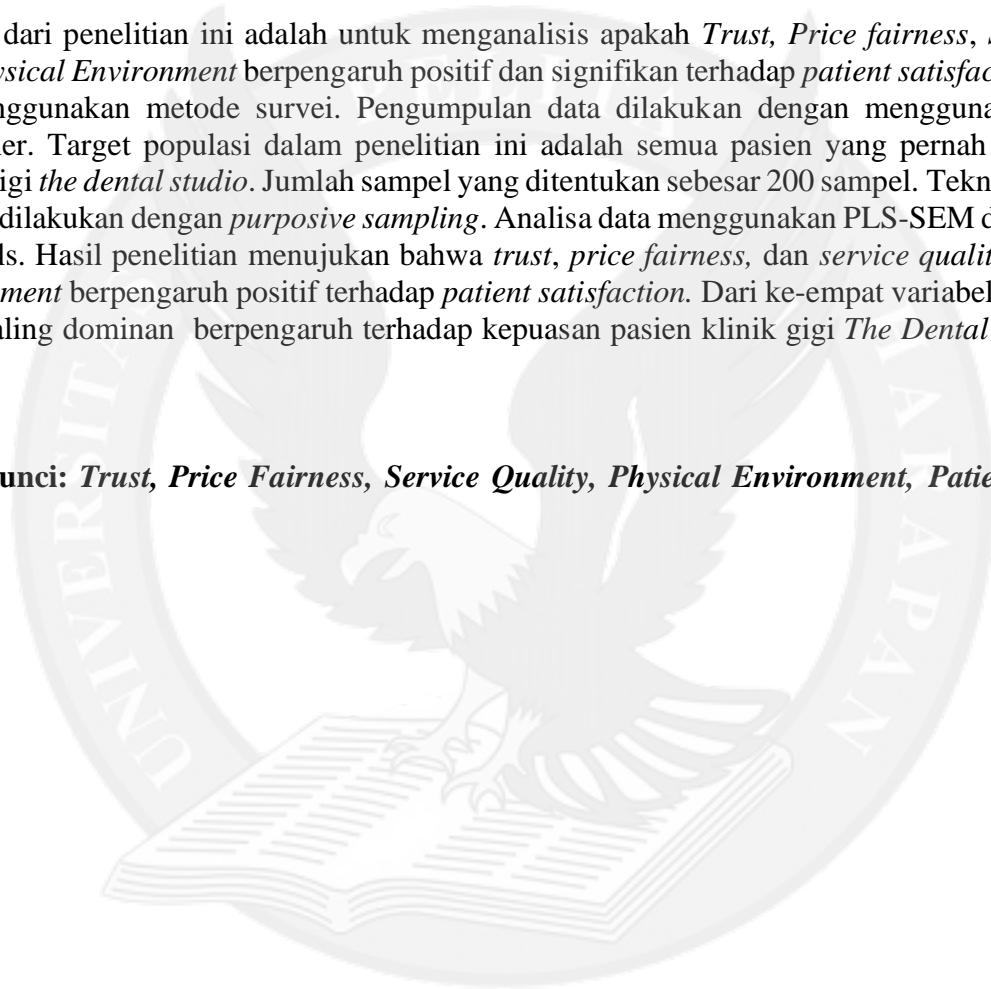
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**“Pengaruh *Trust*, *Price Fairness*, *Service Quality* dan *Physical Environment* terhadap *Patient Satisfaction* pada Klinik Gigi *The Dental Studio*, Jakarta Barat.”**

( halaman; gambar; table; lampiran)

Tujuan dari penelitian ini adalah untuk menganalisis apakah *Trust*, *Price fairness*, *Service Quality* dan *Physical Environment* berpengaruh positif dan signifikan terhadap *patient satisfaction*. Penelitian ini menggunakan metode survei. Pengumpulan data dilakukan dengan menggunakan instrumen kuesioner. Target populasi dalam penelitian ini adalah semua pasien yang pernah berkunjung ke klinik gigi *the dental studio*. Jumlah sampel yang ditentukan sebesar 200 sampel. Teknik pengambilan sampel dilakukan dengan *purposive sampling*. Analisa data menggunakan PLS-SEM dengan program SmartPls. Hasil penelitian menunjukan bahwa *trust*, *price fairness*, dan *service quality*, dan *physical environment* berpengaruh positif terhadap *patient satisfaction*. Dari ke-empat variabel *service quality* yang paling dominan berpengaruh terhadap kepuasan pasien klinik gigi *The Dental Studio*, Jakarta Barat.

**Kata kunci:** *Trust*, *Price Fairness*, *Service Quality*, *Physical Environment*, *Patient Satisfaction*



## ***ABSTRACT***

**STEPHANIE OLIVIA (01616200050)**

**“Effect of Trust, Price Fairness and Service Quality on Patient Satisfaction at The Dental Studio Clinic, Jakarta Barat.”**

( pages; figures; table; appendices)

The purpose of this study is to analyze whether Trust, Price fairness, Service Quality and Physical Environment have a positive and significant effect on patient satisfaction. This study uses a survey method. Data collection was carried out using a questionnaire instrument. The target population in this study were all patients who had visited the dental studio dental clinic. The number of samples determined by 200 samples. The sampling technique was carried out by purposive sampling. Data analysis using PLS-SEM with the SmartPls program. The results showed that trust, price fairness and service quality, and the physical environment had a positive effect on patient satisfaction. Of the four variables service quality has the most dominant influence on patient satisfaction at the dental Dental Studio Clinic, West Jakarta.

**Key words: Trust, Price Fairness, Service Quality, Physical Environment, Patient Satisfaction**

