

ABSTRAK

Dara Daula Mumtaza (01616210005)

PENGARUH PEOPLE, PHYSICAL EVIDENCE, PROCESS dan PRICE FAIRNESS TERHADAP KEPUASAN PASIEN DI KLINIK ABC JAKARTA SELATAN

(119 halaman; 1 gambar; 21 tabel; 7 lampiran)

Penelitian ini dilakukan untuk mengetahui pengaruh *people*, *physical evidence*, *process* dan *price fairness* terhadap kepuasan pasien di Klinik ABC Jakarta Selatan. Penelitian ini melibatkan 389 pasien klinik yang bersedia menjadi responden. Pengumpulan data dilakukan dengan menyebarkan kuesioner berisi 28 pertanyaan dengan Skala Likert 1 – 5. Data dianalisis dengan metode SEM berbasis PLS. Hasil penelitian ini menyatakan bahwa *people*, *physical evidence*, *process* dan *price fairness* berpengaruh positif terhadap kepuasan pasien pada Klinik Swab ABC Jakarta Selatan.

Kata Kunci : *People*, *Physical Evidence*, *Process*, *Price fairness*, Kepuasan pasien

ABSTRACT

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THE EFFECT OF PEOPLE, PHYSICAL EVIDENCE, PROCESS, and PRICE FAIRNESS ON PATIENT SATISFACTION AT ABC CLINIC, SOUTH JAKARTA (pages 119; figures 1; table 21; appendices 7)

The purpose of this study is to know The Effect of People, Physical Evidence, Process, and Price Fairness on Patient Satisfaction at ABC Clinic, in South Jakarta. This study is applied to 389 patient in clinic tat willing to be respondents. Data are collected using 28 items questionnaires that measured with 1-5 Likert Scale. SEM method on PLS system is used to analyze the data. The results showed that People, Physical Evidence, Process, and Price Fairness had a positive effect on Patient Satisfaction ABC Swab Clinic Jakarta Selatan.

Key Words : People, physical evidence, process, price fairness, patient satisfaction

