

## ABSTRAK

### **PENGARUH PRICE FAIRNESS DAN SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION (STUDI PADA PASIEN RS MURNI TEGUH TUBAN BALI)**

Penelitian ini dilakukan terhadap pasien RS Murni Teguh Tuban Bali untuk mengetahui apakah *price fairness* dan *service quality* memiliki pengaruh terhadap *customer loyalty* melalui *customer satisfaction*. Alasan utama penelitian ini dilakukan adalah untuk mengetahui apakah faktor-faktor tersebut berkontribusi terhadap positifnya penilaian dari para pasien terhadap RS Murni Teguh Tuban Bali. Penelitian ini bersifat kualitatif dengan teknik pengumpulan data yang digunakan adalah kuesioner, dengan jumlah sampel yang digunakan adalah 330 responden, teknik analisa data yang digunakan adalah *PLS-SEM* dengan menggunakan aplikasi statistik SmartPLS. Hasil penelitian menunjukkan bahwa *price fairness* dan *service quality* berpengaruh secara signifikan dan positif terhadap *customer satisfaction*, selain itu ditemukan juga bahwa *price fairness*, *service quality*, dan *customer satisfaction* berpengaruh secara signifikan dan positif terhadap *customer loyalty*.

Kata Kunci: *Price fairness*, *service quality*, *customer satisfaction*, *customer loyalty*, RS Murni Teguh Tuban Bali.

## **ABSTRACT**

### ***THE INFLUENCE OF PRICE FAIRNESS AND SERVICE QUALITY ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION (STUDY ON PATIENTS AT MURNI TEGUH TUBAN HOSPITAL, BALI)***

*This research was conducted on patients at Murni Teguh Hospital Tuban Bali to find out whether price fairness and service quality have an influence on customer loyalty through customer satisfaction. The main reason this research was conducted was to find out whether these factors contributed to the positive assessment of patients towards the Teguh Tuban Bali Murni Hospital. This research is qualitative in nature with the data collection technique used is a questionnaire, with a sample size of 330 respondents, the data analysis technique used is PLS-SEM using the SmartPLS statistical application. The research results show that price fairness and service quality have a significant and positive effect on customer satisfaction. Apart from that, it was also found that price fairness, service quality and customer satisfaction have a significant and positive effect on customer loyalty.*

*Keywords: Price fairness, service quality, customer satisfaction, customer loyalty, RS Murni Teguh Tuban Bali.*