

## ABSTRAK

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### **PENGARUH WAKTU LAYANAN, FASILITAS, LOKASI, DAN KETERJANGKAUAN HARGA TERHADAP KEPUASAN PASIEN DI KLINIK DR. RANNY**

(xv + 82 halaman: 11 gambar: 24 tabel: 8 lampiran)

Kepuasan pasien merupakan penilaian pasien terhadap harapan dan kenyataan yang diterima pasien di suatu layanan kesehatan. Penelitian ini dilakukan untuk mengetahui pengaruh waktu layanan, fasilitas, lokasi, dan keterjangkauan harga terhadap kepuasan pasien di Klinik dr. Ranny. Penelitian ini menggunakan metode kuantitatif dan teknik pengumpulan data dengan menyebarkan kuesioner, menggunakan metode nonprobability sampling dengan teknik convenience sampling. Sampel penelitian ini berjumlah 220 responden. Data yang diperoleh kemudian diolah menggunakan *partial least square-structural equation modeling* (PLS- SEM) dengan program SmartPLS. Hasil penelitian ini menunjukkan bahwa fasilitas berpengaruh positif terhadap kepuasan pasien dan keterjangkauan harga berpengaruh positif terhadap kepuasan pasien. Namun lokasi tidak berpengaruh positif terhadap kepuasan pasien dan waktu layanan tidak berpengaruh positif terhadap kepuasan pasien.

**Kata Kunci:** Waktu Layanan, Fasilitas, Lokasi, Keterjangkauan Harga, Kepuasan Pasien

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### **THE EFFECT OF SERVICE TIME, FACILITY, LOCATION, AND PRICE AFFORDABILITY ON PATIENT SATISFACTION AT DR. RANNY CLINIC.**

(xv + 82 pages: 11 figures: 24 tables: 8 attachments)

*Patient satisfaction means patient's assessment of expectation and reality received by health care provider. This study was conducted to determine the effect of service time, facility, location, and price affordability on patient satisfaction at dr. Ranny clinic. This research used quantitative methods and the data collection technique by distributing questionnaires, using non probability sampling method with convenience sampling technique. The sample of this research were 220 respondents. The data were obtained and processed using partial least square-structural equation modeling (PLS- SEM) with the Smart-PLS software. The result of this study shows that the facility has a positive effect on patient satisfaction and price affordability has a positive effect on patient satisfaction. However, location does not have a positive effect on patient satisfaction and service time does not have a positive effect on patient satisfaction.*

**Keywords:** *Service Time, Facility, Location, Price Affordability, Patient Satisfaction*