

**ANALISIS FAKTOR-FAKTOR YANG BERPENGARUH PADA
KESETIAAN PASIEN DI RUMAH SAKIT SURAKARTA**

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ABSTRACT

This research is purposed to testing the loyalty of the patients that affected by patients satisfaction through commitment mediation, confidence, and hospital image that moderating the relationship between consumer satisfactions and confidences. Data obtained from questionnaires that shared to hospitalized patients at Hermina Hospital. The collecting samples technique used the purposive sampling technique with 200 patient respondents that hospitalized at Hermina Hospital. Hypothetical test were done by using SEM analytic and Regression. This research shows that commitment are significantly affect patient loyalties, loyalties variable significantly affect commitment, variable isn't moderating the connection between patient satisfactions that patient loyalties obliquely affected by patient satisfactions through commitment mediation.

Keywords: Patient Loyalty, Commitment, Trust, Patient Satisfaction, Hospital Image



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