

**PENGARUH KEPERCAYAAN PADA KESETIAAN PASIEN YANG
DIMEDIASI OLEH KOMITMEN HUBUNGAN DALAM INDUSTRI
RUMAH SAKIT**

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ABSTRACT

This study aims to examine patient loyalty. Patient loyalty is influenced by trust and relationship commitment. High trust and commitment will affect on patient loyalty behavior. The data collected by using questionnaires for the patients at PKU Muhammadiyah Surakarta Hospital in Surakarta with the cluster. The sampling technique used was the purposive sampling of 200 respondents. This analysis used the regression analysis. The results of the study show that trust gives a positive effect on patient loyalty. Trust gives a positive effect on relationship commitment. Relationship commitment gives a positive effect on patient loyalty. Relationship commitment partially mediates the relationship between trust and patient loyalty.

Keywords: Trust, Relationship Commitment, Patient Loyalty.



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