

**ABSTRACT****The Effect Of Health Service And Doctors Personality Toward Patient's Satisfaction And Loyalty At Puskesmas In Kabupaten Wonogiri.**

The objective of this research reported in this dissertation are to examine and explain the effect of quality health service and the personality of the doctor's toward the satisfaction and loyalty of the patient's at public health center in kabupaten wonogiri in Central Java.

The research of this dissertation is started by viewing the five aspects of quality, that are tangibles, responsiveness, reliability, assurance, empathy and doctor's personality, where those measurement are developed to measure patient's satisfaction and loyalty in kabupaten Wonogiri.

The technique of analysis which is used to analyze this problem is Structural Equation Modeling technique ( SEM ) with Amos 4,00.

The decision about the sum of samples which will be used in this research will follow the procedure of sample's measurement. The number of samples which will be used in this research is 200 respondents.

The result of the research showed empirical evidence that tangibles and doctor's personality do not have significant effect toward patient's satisfaction. This research empirically also found that responsiveness, reliability, assurance, and empathy have significant effect toward patient's satisfaction.

It often happens where the patients feel more satisfy toward nurse's perceptive fast action than doctor's. this is because doctor is often not at Puskesmas in time when the patients need him/her and there is not other choice about what should be done if patients need healthy service.

Keywords :

Service quality, personality of the doctors, satisfaction and loyalty of the patients