

ABSTRACT

An Effect of Service Quality Factor on Inpatient Satisfaction and Loyalty in Otorita Batam Hospital

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The service quality had five factors, including tangible (physical appearance), reliability, responsiveness, assurance and empathy factors. These factors resulted in an effect on the inpatient satisfaction while this satisfaction produced an influence on the patient loyalty.

Placing emphasis on the service quality, the objective of the recent research was to investigate and analyze an effect of the service quality on satisfaction and the effect of satisfaction on the loyalty among inpatients. This analysis employed *Structural Equation Modeling* (SEM) or LISREL 8.30.

The results showed that tangible factor (physical appearance) such as building appearance, employee, room/bed and equipment was significantly correlated with the satisfaction and this indicated that the service quality produced a direct effect on the patient satisfaction and the satisfaction also generated direct impact on the loyalty. However, the reliability, responsiveness, assurance and empathy were not significantly correlated with the satisfaction, suggesting absence of the direct effect.

Keywords : Service quality, patient satisfaction, loyalty