

## ABSTRACT

### ***Patient Intimacy and Satisfaction : Antecedent to Loyalty with Trust and Commitment as Mediating Variables for Specialist of Doctors at Surabaya***

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The objective of this research are to determine about: (1) patient intimacy as an antecedent variable influence patient loyalty with trust and commitment as mediating variables, (2) patient intimacy have a direct influence to patient loyalty, (3) patient satisfaction as an antecedent variable influence patient loyalty with trust and commitment as mediating variables, and (4) patient satisfaction have a direct influence to patient loyalty.

In this study we use Hoffman (2002) framework as a starting point and to be supported by others for making developed conceptual model. This research used quantitative approach with Structural Equation Modelling and provided support for our conceptual model. This study involved data from 200 patient of specialist doctors of healthcare at Surabaya who have been visited to the doctor at least twice.

Our results reveal that patient intimacy has positive impact on patient trust. Moreover, we found that patient satisfaction positively impacts trust which in turn leads to commitment and finally to increased patient loyalty.

An important implication of our study is that practitioners (doctors of specialist) need to qualify their communications, social interactions, and compromises to the patients. So, Researchers can be joint impact add to our understanding of the concept of patient intimacy.

*Keyword: patient intimacy, satisfaction, trust, commitment, and loyalty*