

## **ABSTRAK**

Perkembangan dunia kesehatan mengalami perkembangan signifikan dan memiliki prospek yang bagus. Kondisi seperti ini membuat persaingan menjadi semakin kompetitif. Penelitian ini bertujuan untuk menganalisis dan menguji pengaruh kualitas layanan dan harga terhadap kepuasan pasien di Klinik Pratama STIESIA Surabaya.

Penelitian ini merupakan jenis penelitian kuantitatif menggunakan metode statistik deskriptif, dalam membahas pengaruh yang terjadi antara variabel-variabel independen terhadap variable dependen. Penelitian ini menjelaskan sebab akibat yang menyatakan ada atau tidaknya pengaruh kualitas layanan dan harga terhadap kepuasan pasien Klinik Pratama STIESIA Surabaya. Jumlah sampel yang digunakan dalam penelitian ini yaitu sebanyak 100 responden. Berdasarkan hasil penelitian yang dilakukan di lapangan telah menunjukkan bahwa kedua variabel kualitas layanan dan harga berpengaruh signifikan terhadap kepuasan pelanggan di Klinik Pratama STIESIA Surabaya. Kata Kunci : Kualitas Layanan, Harga dan Kepuasan Pelanggan.

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## BSTRACT

The existence of good service quality in a company, will create satisfaction for its customers. The development of the world of health The development of development is very significant and has a pretty good development. Making competition more competitive. This study aims to analyze and evaluate service quality and price on patient satisfaction at Pratama Clinic STIESIA Surabaya. This research is a type of quantitative research using descriptive statistical methods, in the discussion conducted between independent variables on the dependent variable. This study presents a causal relationship that states whether there are differences in service quality and price on patient satisfaction at STIESIA Surabaya Primary Clinic. The number of samples used in this study were 100 respondents. Based on the results of research conducted in the field. Both service quality and price variables are significant to customer satisfaction. This has shown that, the quality of service and price that has been done by the health clinic has a significant effect in patient satisfaction at Pratama Clinic STIESIA Surabaya.

*Keywords:* service quality, price and customer satisfaction



