

ABSTRACT

The service quality and price are believed to have an impact on satisfaction and creating the word of mouth activity. The purpose of this research is to test the influences of the service quality and price on patient satisfaction to increase words of mouth. The sample deciding method is purposive sampling. To do this, data were collected by interviewing 110 patient JKN of BhayangkaraPolda DIY Hospital. Then, data was analyzed using Structural Equation Modeling (SEM) by Analysis Moment of Structure (AMOS) 19.0 version.

The result shows that service quality has a positive effect on satisfaction of the patient JKN BhayangkaraPolda DIY hospital, price has a positive effect on satisfaction of the patient JKN at BhayangkaraPolda DIY hospital, and patient satisfaction has a positive effect on words of mouth of the patient JKN BhayangkaraPolda DIY hospital.

The results also show that service quality and price have the highest effect in creating the satisfaction and words of mouth. Therefore, the managerial implication should place the service quality and price improvement as a priority.

Keywords: service quality, price, patient satisfaction, and word of mouth