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The Influence of Service Quality on Patient Satisfaction and Word of Mouth(WOM).
Study : Inpatient in RSUD Solok

Bachelor Thesis by: Iren Silfia
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Abstract

This research investigates the influence of Service quality on Patient satisfaction and Word of mouth(WOM). Study :inpatient RSUD Solok. The data obtained through questionnaire. There were 105 respondents. The data analyzed by using SPSS 16 and Smart PLS. In this research there are three variables, those are service quality as independent variable and patient satisfaction & word of mouth (WOM) as dependent variable. The study found that service quality has significant influence on patient satisfaction, service quality also significant influence on WOM and patient satisfaction has significant influence on WOM for inpatients in RSUD Solok.

Keywords: Service quality ,Patient satisfaction and Word of mouth(WOM)

This bachelor thesis has already examined and passed on January 16th, 2014. The abstract of research has been approved by supervisor and examiners:

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