

## **ABSTRAK**

### ***The Influence of Service Quality, Satisfaction, and Complaint Handling Toward Loyalty of Inpatients Dr. M. Djamil Hospital in Padang.***

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*This study purpose is to find: 1) the influence of service quality toward patient satisfaction in Dr.M.Djamil hospital, 2) the influence of service quality toward the inpatients loyalty in Dr.M.Djamil hospital, 3) the influence of patient satisfaction toward inpatients loyalty in Dr. M. Djamil hospital, 4) the influence of complaint handling toward the loyalty of inpatients in Dr.M.Djamil hospital, 5) the influence of complaint handling toward the loyalty of inpatients in Dr.M.Djamil hospital.*

*The type of research is conducted by using causative research. Research population is the family of inpatients in Dr. M. Djamil hospital Padang. The process of taking sample is using the Purpose Sampling technique. Sample amounts to 100 representatives of family of inpatients. Primary data were collected by questionnaire using Likert scale model that has been tested for validity and reliability. The data analysis technique that has been used is the path analysis.*

*The results of this research are: 1) There is positive and significant influence of service quality toward the loyalty of inpatients in Dr. M. Djamil hospital, 2) There is positive influence but not significant of service quality toward loyalty of inpatients Dr. M. Djamil hospital, 3) There is positive influence and significant of patient satisfaction toward loyalty of inpatients in Dr. M. Djamil hospital, 4) There is positive influence but not significant of complaint handling toward patients satisfaction in Dr. M. Djamil hospital, 5) There is negative influence but not significant of complaint handling toward loyalty of inpatients in Dr. M. Djamil hospital.*

*Consider the influence of direct ors indirect the influence of Service Quality, Satisfaction, and Complaint Handling toward Inpatients Loyalty at Dr M. Djamil Hospital is equal to 78,39%, The result was obtained that patients satisfaction has biggest influence that is equal to 73,27%. This means that the understanding of the patients Satisfaction directly has a big role to the emergence of Inpatients Loyalty in Dr.M. Djamil Hospital.*

***Keywords: service quality, satisfaction, complaint handling, inpatients loyalty***