

ABSTRAK

This research aims to Influence the quality of service testers perform Against the satisfaction of Patients at the clinic **Semen Gresik II GKB**. By using the results of the research questionnaire respondents answer the spread to 100 people patients to analyze the results of the respondents on the basis of age: (36-45) as many as 34 people, (46 years) as many as 24 people, (under 25 years of age), and 22 people sebayak (26-35 year) as many as 20 people. Results by gender: Men – men as much as Women and as many as 52 48 people. The results of the respondents based on education: (senior high school) as many as 41 people, (S1/S2/S3) as many as 30 people, (**Diploma** of) as many as 22 peoples, and (elementary/junior high school) as many as 7 people. The results of the respondents based on Occupations/Professions: self employed as many as 37 people, officials of the private sector as many as 31 people, as many as 20 people, Professionals and farmers/Fishermen by as much as 12 people. The t-test analysis results: Location variables (X 1.1) effect significantly to patient satisfaction, variable services quality and (X 1.2) affect significantly to patient satisfaction

Keyword : Tobin's q, **Kepuasan** Pengunjung, Board of **directors**