

Dini Dwi Agustina, 15312098, **Pengaruh Fasilitas, Lokasi dan *Emotional Factor* Terhadap Kepuasan Pasien di Rumah Sakit Grha Husada**, Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Gresik, 2019.

ABSTRAKSI

Penelitian ini bertujuan untuk mengetahui pengaruh fasilitas, lokasi, dan *emotional factor* terhadap kepuasan pasien di Rumah Sakit Grha Husada. Teknik sampel yang digunakan adalah teknik *nonprobability sampling*, yaitu sampling insidental. Diperoleh 97 sampel. Sampel diambil dari sebagian pasien umum rawat jalan yang berobat di Rumah Sakit Grha Husada. Pengujian menggunakan IBM SPSS v.22. Hasil menunjukkan bahwa Fasilitas tidak berpengaruh signifikan terhadap Kepuasan Pasien, Lokasi tidak berpengaruh signifikan terhadap Kepuasan Pasien, dan *Emotional Factor* berpengaruh signifikan terhadap kepuasan pasien.

Kata Kunci : Fasilitas, Lokasi, *Emotional Factor* dan Kepuasan Pasien.

Dini Dwi Agustina, 15312098, *The Effect of Facilities, Location and Emotional Factor on Patient Satisfaction at Grha Husada Hospital, Management, Faculty of Economics and Business, Muhammadiyah Gresik University, 2019.*

ABSTRACT

This study aims to determine the effect of facilities, location, and emotional factors on patient satisfaction at Grha Husada Hospital. The sample technique used is a nonprobability sampling technique, which is incidental sampling. 97 samples were obtained. Samples were taken from a number of general outpatient patients who were treated at the Grha Husada Hospital. Testing uses IBM SPSS v.22. The results showed that the facility had no significant effect on patient satisfaction, the location had no significant effect on patient satisfaction, and the emotional factor had a significant effect on patient satisfaction.

Keywords: Facilities, Location, Emotional Factor and Patient Satisfaction.