# ABSTRACT

This paper aims to study the effect of Tangibles, Reliability, Responsiveness, Assurance, Empathy on satisfaction and word of mouth (WOM) for Putri Hospital in Surabaya.

Data were collected through field research among 135 mothers who have given birth to a child in Putri Hospital the last five years, and the data were analysed using SEM with Amos software software 21. Limitations relate to the use of a non-probability sample. The paper manages to identify the effects of SQ dimensions on satisfaction and WOM (Word Of Mouth), especially in the health care marketing sector.

The results suggest that, in addition to "satisfaction", the only service quality dimension that directly affects WOM (Word Of Mouth), is "empathy". In addition, "empathy" affects "responsiveness", "assurance" and "tangibles" which in turn have only an indirect effect to WOM (Word Of Mouth) through "satisfaction".

Keywords: Service Quality, Empathy, Satisfaction, WOM (Word Of Mouth)
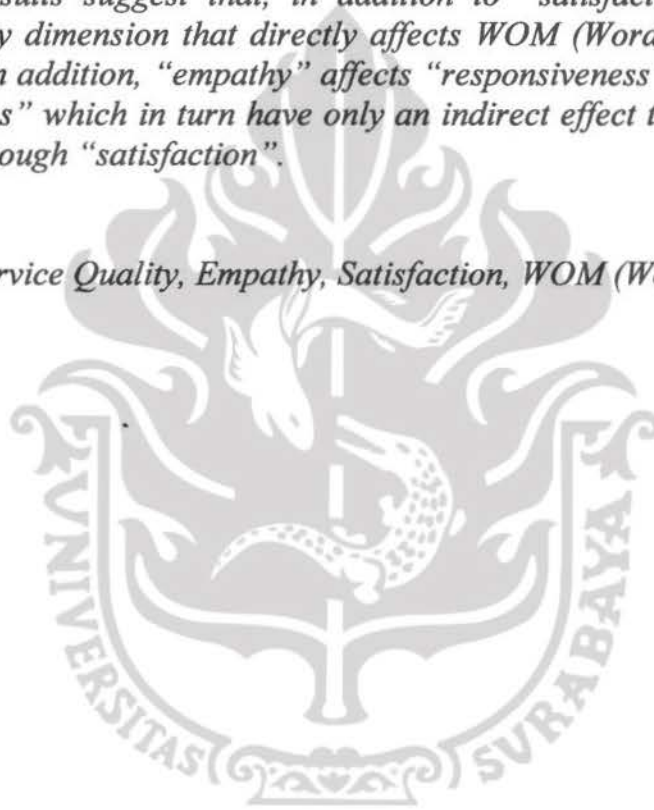
INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *tangibles, reliability, responsiveness, assurance, empathy* terhadap *satisfaction* dan WOM (*Word Of Mouth*) di Rumah sakit Putri Surabaya.

Data diperoleh melalui riset 135 ibu yang melahirkan di Rumah sakit Putri Surabaya dalam 5 tahun terakhir, dan data dianalisis menggunakan SEM dengan software AMOS versi 21. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah teknik *non probability sampling*. Penelitian ini mengidentifikasi pengaruh dari dimensi *Service Quiality* kepada *satisfaction* dan WOM (*Word Of Mouth*) khususnya di sektor pemasaran rumah sakit.

Hasil dari penelitian ini menunjukkan satu-satunya dimensi *service quality* yang mempengaruhi WOM (*Word Of Mouth*) secara langsung adalah empathy. Dan juga *Empathy* mempengaruhi *responsiveness, assurance*, dan *tangibles* yang mempengaruhi WOM (*Word Of Mouth*) secara tidak langsung melalui *Satisfaction*

Kata kunci: *Service Quality, Empathy, Satisfaction*, WOM (*Word Of Mouth*)