

## INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh dari *patient participation* terhadap *patient satisfaction*, *patient confidence*, *word of mouth*, *patient gratitude* dan *patient adherence* di rumah sakit swasta di surabaya.

Pengolahan data penelitian ini menggunakan *Structural Equation Modelling* (SEM) dengan program *Statistical Package for Social Sciences* (SPSS) versi 18 dan AMOS 22.0. 150 responden diambil dari pasien yang melakukan pengobatan di rumah sakit swasta di Surabaya, minimal sebanyak 2x dalam 1 tahun terakhir.

Hasil penelitian ini menemukan *patient participation* berpengaruh positif dan signifikan terhadap *patient confidence*. *Patient confidence* berpengaruh positif dan signifikan terhadap *patient satisfaction* dan *patient adherence*. *Patient participation* tidak memiliki pengaruh terhadap *patient adherence* dan *patient satisfaction*. *Patient satisfaction* tidak memiliki pengaruh terhadap *patient adherence*. *Patient satisfaction* ternyata berpengaruh positif dan signifikan terhadap *patient gratitude* dan *word of mouth*.

Kata kunci: *Patient Participation*, *Patient Confidence*, *Word Of Mouth*, *Patient Gratitude*, *Patient Adherence*

## **ABSTRACT**

*This study aims to analyze the effect of patient participation on patient satisfaction, patient confidence, word of mouth, patient gratitude and patient adherence at a private hospital in Surabaya.*

*Data processing in this research using Structural Equation Modeling (SEM) with Statistical Package for Social Sciences program (SPSS) version 18 and AMOS 22.0. 150 respondents were taken from patients who treated in private hospital in Surabaya, minimum 2x in the last 1 year.*

*The results of this study found that patient participation has a positive and significant effect on patient confidence. Patient confidence has a positive and significant effect on patient satisfaction and patient adherence. Patient participation has no influence on patient adherence and patient satisfaction. Patient satisfaction has no influence on patient adherence. Patient satisfaction has a positive and significant effect on patient gratitude and word of mouth.*

*Keywords: Patient Participation, Patient Confidence, Word Of Mouth, Patient Gratitude, Patient Adherence*

