**ANALISIS *SERVICE QUALITY* DAN TARIF TERHADAP *SERVICE VALUE*DAN IMPLIKASINYA KEPADA KEPUASAN PASIEN DI KLINIK PRATAMA CAGAK MEDIKA CICALENGKA**

**ARTIKEL TESIS**

Untuk memenuhi Salah Satu Syarat

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**ANALYSIS OF SERVICE QUALITY AND RATES ON SERVICE VALUE AND ITS IMPLICATIONS TO PATIENT SATISFACTION IN THE PRATAMA CLINIC OF CAGAK MEDIKA CICALENGKA**

**ABSTRACT**

This study aims to analyze the Service Quality and Rates of Service Value and Its Implications for Patient Satisfaction at the CagakMedikaCicalengka Primary Clinic. The results of this study are expected to be utilized by the owners of the CagakMedikaCicalengka Primary Clinic in designing strategies to improve service quality, tariffs on service value to patient satisfaction.

The research method used is descriptive and verification analysis. Data collection is done by distributing questionnaires. Data collection in the field took place from May to October 2018. Data analysis techniques used Path Analysis.

The results showed that based on the test results it can be concluded that Service Quality and Rates simultaneously affect Service Value. Quality of Service, Rates, and service value to Patient Satisfaction is 0.721 or 72.1%.

Keywords: Service Quality, Rates, Service Value and Patient Satisfaction

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