

## **ABSTRACT**

*Health is the most valuable thing and has become a basic need of people in Indonesia. According to the World Health Organization (WHO), health can be defined as a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. Health development in Indonesia, among others, contains the hope that the Indonesian population will have the ability to access quality, fair and equitable health services. To realize these goals, various development efforts have been carried out including infrastructure, quality of medical personnel, access, health service processes and professional behavior shown by the hospital. Corporate image is the result of a collection of processes in which consumers compare various attributes of the company. The attributes in question are for example product, price, product quality and service quality. The purpose of this study was to determine the effect of corporate image and service quality on patient satisfaction at Haji Syaiful Anwar Pegaden Hospital. The data used is cross section. This research uses descriptive analysis method, method of successive interval (MSI), and multiplier linear analysis. Based on the results of this study, it can be concluded that corporate image (CP) and service quality (KP) have a positive and significant effect on customer satisfaction (Y).*

**Keywords: Corporate Image, Service Quality, Customer Satisfaction**