

Pengaruh harga (price) dan kualitas pelayanan (service quality) terhadap kepuasan pasien rawat inap di RSUD Haji Medan / Syafrizal Syah

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Abstrak

The purpose of the research is to examine the influence of the price and service quality to consumer's satisfaction at RSUD Deli Medan. The result of the research indicate that the price and service quality are together have significant effect toward consumer's satisfaction. The result also indicates that price have more dominant and significant effect than service quality towards consumer's satisfaction at RSUD Haji Medan