

## SARI

**Perdani, Novsia Anggita Shintia, 2019. Pengaruh Komunikasi Getok Tular Positif Dan Pemulihan Layanan Pada Niat Berobat Ulang Dimediasi Oleh Kepuasan Pasien Di Klinik Alternatif Herbal. Program Studio S1 Manajemen Fakultas Ekonomi. Universitas Setia Budi Surakarta. Pembimbing I**

Penelitian ini bertujuan menguji pengaruh Getok tular positif, Pemulihan pelayanan, dan Kepuasan pasien pada Niat berobat ulang di Klinik Alternatif Herbal Djeng Jumaroh Palembang. Getok tular positif, Pemulihan pelayanan, dan Kepuasan Pasien dapat menciptakan dampak positif bagi Klinik Djeng Jumaroh sehingga akan mendorong Niat Berobat Ulang.

Data diperoleh melalui data kuesioner yang dibagikan kepada pasien di Klinik Alternatif Herbal Djeng Jumaroh Palembang. Teknik penyampelan yang digunakan adalah *purposive sampling* dengan populasi pasien sebanyak 200 responden. Uji hipotesis dilakukan dengan menggunakan analisis *Structural Equation Model* ( SEM ) menggunakan program AMOS.

Hasil penelitian ini menunjukkan Getok tular positif, Pemulihan Pelayanan, Kepuasan Pasien berpengaruh signifikan pada Niat Berobat Ulang, Getok tular positif berpengaruh signifikan pada Kepuasan Pasien, Pemulihan Pelayanan tidak berpengaruh signifikan pada Kepuasan Pasien.

Kata kunci :Getok tular positif, Pemulihan Pelayanan, Kepuasan Pasien, Niat Berobat Ulang.

## ABSTRACT

**Perdani, Novsia Anggita Shintia. 2019. The Influence of Positive Word Of Mouth, and Service Recovery toward the Intention For Retreatment of the mediation with Customer Satisfaction in Alternative Clinics. Management S1 Study Program. Faculty of Economic. Setia Budi University of Surakarta. Advisor I Dr, Waluyo Budi Atmoko, M.M and Advisor II Finisha M. Noor, B.Com.,M.P.H**

The Research is aimed to examine The Influence of Positive Getok Tular, and Service Recovery toward the Intention For Retreatment and mediationd with Customer Satisfaction in Alternative Herbal Djeng Jumaroh Clinics Palembang be obtained to produce positive impact for Djeng Jumaroh Clinic. It will encourage intention to do re-treatment.

The data were obtained by the qesioner shared to patient in Alternative Herbal Djeng Jumaroh Clinics Palembang. Sampling techniq used in this research is purposive sampling with 200 respondents of outpatient population. Analysis *Structural Equation Model* ( SEM ) with AMOS program was used in hypothesis test.

The result of the research indicated that Positive Getok Tular, and Service has Recovery has significant influence toward the customer Intention to do re-treatment, Positive Getok Tular has significant influence toward the Customer Satisfaction, Service Recovery has not significant influence toward the Customer Satisfaction.

Keyword : Positive Word Of Mouth, Service Recovery, Customer Satisfaction, Intention for re-treatment.