



Pharmaceutical Service Quality and Loyalty at Public Hospital in Bandung Indonesia.

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Abstract : Introduction: This study aims at examining the effect of services quality of pharmaceutical service on patient's satisfaction and loyalty on public hospital in Bandung, Indonesia.

Methods: The data were collected through questionnaires. It uses Structural Equation Modeling (SEM) to determine the degree of closeness of the examined variables through second order estimation methods of confirmatory factor analysis to determine the effect of direct and indirect independent variable on the dependent variable.

Results: the results show that the service quality of pharmaceutical service patient's satisfaction and loyalty of public hospital in Bandung, Indonesia. The results support previous research which states that the service quality of pharmaceutical service influence on patient's satisfaction and loyalty in hospitably.

Conclusion: The implication of this study is that the manager of pharmaceutical service needs to improve service quality so that patient's satisfaction and loyalty in hospitably can be improved.

Keywords : Service Quality, Pharmaceutical Service, Patient Satisfaction, Loyalty.

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