**ABSTRACT**

RSU Haji Surabaya is a government hospital professionally serving public’s health needs. The existence of the hospital lies in the hand of loyal customer. The main reason why a loyal customer is needed is the high cost of acquiring new patient. To create patient’s loyalty, the hospital needs to create a sustainable competitiveness advantage by constantly building trust and a good image. This problem encourages the writer to conduct research on patient’s loyalty in RSU Haji Surabaya specifically in Inpatient Unit due to relatively high score of complaint level (16.71%). This research starts by spreading questionnaire, continued by composing descriptive statistic, and finally conducting test on the correlation between service quality, satisfaction, trust, complaint, hospital image and patient loyalty using Structural Equation Modeling (SEM). The result of the research shows that the service quality variable scores 0.183 and is significant towards patient satisfaction. The satisfaction variable scores 0.230 and is significant towards hospital image. The satisfaction variable scores 0.208 and is significant towards trust. The complaint variable scores 0.357 and is significant towards service quality. The complaint variable scores 0.393 and is significant towards loyalty. The service quality variable scores 0.328 and is significant towards loyalty. The research also shows that the variable of trust, satisfaction and image are insignificant towards patient loyalty.

**Key Word:** Structural Equation Modeling (SEM); Customer Loyalty; Customer Satisfaction