**Abstract**

This study examined the effect on service quality, brand image and price to patient satisfaction of Restu Ibu hospital the city of Padang. The Respondents of this study are patient Restu Ibu hospital the city of Padang. The sample size is one hundred respondent.the technical sampling method is cluster random sampling method. The Data were collected through questionnaires given directly to the respondent. The method of analysis is by using multiple linier regression.The results of study found that, service quality, brand image end price has significantly effect to patient satisfaction,

**Keywords** : service quality, Brand Image, price, satisfaction.