

ABSTRACT

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THE INFLUENCE OF BRAND EXPERIENCE, SERVICE QUALITY AND PERCEIVED VALUE ON WORD OF MOUTH THROUGH LOYALTY IN SILOAM HOSPITALS INDONESIA”

(xvii + 100 pages: 10 figures; 13 tables; 1 attachment)

This research aims to study the relationships between the variables of brand experience, service quality and perceived value towards the word of mouth of Siloam Hospitals Indonesia’s patients. Moreover, this study also examines the influence of loyalty as an intervening variable on word of mouth. An online survey, using a structured questionnaire which is established according to the available constructs and was conducted using 580 respondents of Siloam Hospitals’ former inpatients in Indonesia. The results indicate that there is a positive and significant correlation between brand experience and perceived value on word of mouth. While, for service quality, it is found that there is a positive relationship with word of mouth, however, not significant. Furthermore, the mediating impact of loyalty exists between brand experience and perceived value on word of mouth, except in service quality, where the relationship is insignificant. In addition, the theoretical and managerial implications for future research are provided.

References: 157 (1975-2020)