

ABSTRAK

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PENGARUH *SERVICE QUALITY* PRE-EKSPERIMEN DAN PASCA-EKSPERIMEN TERHADAP *CUSTOMER SATISFACTION* DAN *CUSTOMER LOYALTY* PADA AIC MEDICAL CLINIC

(xiv + 112 halaman; 4 gambar; 24 tabel; 6 lampiran)

Penelitian ini bertujuan untuk meneliti pengaruh dari dimensi *service quality* (*reliability, tangibility, responsiveness, assurance dan empathy*) terhadap kepuasan dan loyalitas pelanggan di AIC Medical Clinic disaat pandemi. Sampel penelitian adalah pasien *medical check up* di AIC Medical Clinic. Sampel dibagi menjadi 2 grup terdiri dari pre-eksperimen dan pasca-eksperimen. Jumlah sampel sebelum intervensi adalah sebanyak 159 responden, dan 193 responden untuk sampel setelah intervensi. Penelitian menggunakan pendekatan kuantitatif, data diperoleh dengan cara menyebarkan kuesioner dan dianalisa dengan teknik deskriptif serta analisa *Structural Equation Modeling - Partial Least Square* (SEM PLS). Analisa deskriptif menggunakan program SPSS 25, sedangkan analisa PLS menggunakan SmartPLS versi 3.2.2. Hasil penelitian adalah *reliability, tangibility, responsiveness, assurance dan empathy* mempunyai efek positif terhadap kepuasan pelanggan dan loyalitas pelanggan, kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan. Terdapat peningkatan kepuasan dan loyalitas pelanggan dari seluruh aspek setelah diberikan intervensi. Dapat disimpulkan bahwa semakin baik *service quality* yang diberikan oleh AIC Medical Clinic, akan berdampak baik terhadap kepuasan pelanggan, yang akan meningkatkan loyalitas pasien meskipun di saat pandemi.

Kata kunci : *tangibility, responsiveness, reliability, assurance, empathy, patient satisfaction, patient loyalty*

ABSTRACT

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THE IMPACT OF PRE-EXPERIMENT AND POST-EXPERIMENT SERVICE QUALITY STUDY OF CUSTOMER SATISFACTION AND CUSTOMER LOYALTY IN AIC MEDICAL CLINIC

(xiv + 112 halaman; 4 gambar; 24 tabel; 6 lampiran)

This research aims to examine the effect of service quality dimensions (reliability, tangibility, responsiveness, assurance, and empathy) on patient satisfaction and its impact on patient loyalty at AIC Medical Clinic during pandemic situations. The sample of this study were medical check-up patients who received services at AIC Medical Clinic. The research sample was divided into 2 groups because of the intervention to be studied. The number of research samples before the intervention was 159 respondents, while the number of respondents after the intervention was 193 respondents. This study uses a quantitative approach and data was obtained from patients by filling out the questionnaire, data were analyzed using descriptive analysis techniques, and Structural Equation Modeling - Partial Least Square (SEM PLS). The descriptive analysis was processed using the SPSS 25, while the PLS analysis was processed using the SmartPLS version 3.2.2. Based on the results of the analysis in this study, it was concluded that reliability, tangibility, responsiveness, assurance, and empathy had a positive effect on patient satisfaction and were on patient loyalty, while patient satisfaction itself have an impact on patient loyalty. The result also found a significant effect of intervention in postexperimental subjects. Overall it is concluded that the better the quality of services provided by AIC Medical Clinic in terms of tangibility, responsiveness, assurance, and empathy, the higher the patient satisfaction which in turn will increase patient loyalty even during a pandemic situation

Keywords: tangibility, responsiveness, assurance and empathy, patient satisfaction, patient loyalty