ABSTRAK

Florencia Vanya Vaniara (01616200019)

PENGARUH *PERCEIVED VALUE, CUSTOMER SATISFACTION* DAN *TRUST* TERHADAP *CUSTOMER LOYALTY* DI KLINIK DM JAKARTA TIMUR
(xiii + 78 halaman; 4 gambar; 13 tabel; 4 lampiran)

Banyaknya klinik di kota besar menimbulkan persaingan ketat sehingga untuk mempertahankan pangsa pasar, klinik dituntut untuk memperhatikan keinginan, kebutuhan, kepercayaan pelanggan dan mempertahankan loyalitas pelanggan. Tujuan penelitian ini adalah menganalisis pengaruh *perceived value, customer satisfaction,* dan *trust* terhadap *customer loyalty;* pengaruh *perceived value* terhadap *customer satisfaction*; dan pengaruh *customer satisfaction* terhadap *trust* pada Klinik Pratama DM Jakarta Timur. Penelitian ini melibatkan 150 pasien rawat jalan yang pernah menerima pelayanan kesehatan di Klinik DM. Kuesioner disebarkan menggunakan aplikasi *google form* untuk mengumpulkan data berdasarkan *convenience sampling*, kuesioner menggunakan skala Likert nilai 1 – 5. Seluruh analisa deskriptif dengan SPSS dan analisis data dengan metode PLS-SEM. Hasil penelitian menyatakan bahwa terdapat pengaruh positif *perceived value* terhadap *customer loyalty* (p = 0,065), *perceived value* terhadap *customer satisfaction* (p = 0,05), *customer satisfaction* terhadap *customer loyalty* (p = 0,021), *customer satisfaction* terhadap *trust* (p = 0,39), *trust* terhadap *customer loyalty* (p = 0,119). Penelitian ini dapat digunakan sebagai masukan bagi pengurus klinik untuk memberi pelayanan yang lebih baik kepada pelanggan untuk meningkatkan loyalitas pelanggan kepada Klinik DM. Penelitian ini juga memiliki rekomendasi untuk penelitian selanjutnya.

ABSTRACT

Florencia Vanya Vaniara (01616200019)

EFFECT OF PERCEIVED VALUE, CUSTOMER SATISFACTION AND TRUST ON CUSTOMER LOYALTY AT DM CLINIC IN EAST JAKARTA

(xiii + 78 pages; 4 pictures; 13 tables; 4 appendix)

The increasing number of clinics in big cities creates intense competition. In order to maintain market share, clinics are required to pay attention to customer's perceived value, customer satisfaction, trust and customer loyalty maintenance. The purpose of this study was to analyze the effect of perceived value, customer satisfaction, and trust on customer loyalty; the effect of perceived value on customer satisfaction; and the effect of customer satisfaction on trust at DM Clinic, East Jakarta. This study involved 150 outpatients who had received health services at DM Clinic. Questionnaires were distributed using Google Form application to collect data based on convenience sampling, the questionnaire used a Likert scale with a value of $1 - 5$. All descriptive analysis used SPSS and data analysis used PLS-SEM method. The results of this study stated that there was a positive effect of perceived value on customer loyalty ($p = 0.065$), perceived value on customer satisfaction ($p = 0.05$), customer satisfaction on customer loyalty ($p = 0.021$), customer satisfaction on trust ($p = 0.39$), trust towards customer loyalty ($p = 0.119$). This research can be used as input for clinic administrators to provide better service to customers to increase customer loyalty to DM Clinic. This research also has recommendations for further research.