

ABSTRAK

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PENGARUH CLINIC BRAND IMAGE TERHADAP EXPECTED QUALITY, PERCEIVED QUALITY, PERCEIVED VALUE, DAN PATIENT SATISFACTION SERTA DAMPAKNYA PADA ATTITUDINAL LOYALTY DAN BEHAVIOR LOYALTY (STUDI PADA KLINIK GIGI DI JAKARTA BARAT)

Tujuan peneltiain ini untuk menguji dan menganalisi pengaruh dari *brand image*, *expected quality* dan *perceived value* terhadap *attitudinal loyalty* dan *behaviour loyalty* yang dimoderasi oleh *patient satisfaction*. Pengujian model penelitian hasil dari modifikasi dari penelitian terdahulu yang dilakukan dengan data dari klinik gigi swasta di China. Metode penelitian ini adalah kuantitatif dengan survei dan pendekatan *cross sectional*. Data responden diambil secara *purposive sampling* dengan kuesioner dari individu yang sudah pernah melakukan perawatan di klinik gigi lebih dari dua kali kedatangan. Terdapat 290 sampel yang sudah memenuhi syarat dan dianalisi dengan PLS-SEM. Hasil penelitian menunjukkan *brand image* memiliki pengaruh positif dan signifikan terhadap *expected quality*, *perceived quality*, dan *perceived value*, tetapi tidak memiliki pengaruh signifikan terhadap *patient satisfaction*. *Expected quality* memiliki pengaruh positif dan signifikan terhadap *perceived quality*, *perceived value*, dan *patient satisfaction*. *Percieved quality* memiliki pengaruh positif dan signifikan terhadap *perceived value*, dan *patient satisfaction*. *Percieved value* memiliki pengaruh positif dan signifikan terhadap *patient satisfaction* dan *patient satisfaction* memiliki pengaruh positif dan signifikan terhadap *attitudinal* dan *behaviour loyalty*. Pengaruh paling kuat ditunjukkan oleh *brand image* dan diikuti dengan *patient satisfaction*. Dari temuan penelitian ini dapat diambil implikasi manajerial bagi pengembangan pelayanan pada klinik gigi untuk mempertahankan loyalitas pasien.

Kata kunci: *brand image*, *expected quality*, *perceived value*, *attitudinal loyalty*, *behaviour loyalty*, *patient satisfaction*, klinik gigi.

ABSTRACT

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THE EFFECT OF BRAND IMAGE ON EXPECTED QUALITY, PERCEIVED QUALITY, PERCEIVED VALUE, AND PATIENT SATISFACTION AND ITS IMPACT ON ATTITUDINAL LOYALTY DAN BEHAVIOR LOYALTY (A CASE STUDY IN DENTAL CLINIC IN WEST JAKARTA)

The purpose of this study was to examine and analyse the effect of brand image, expected quality and perceived value and their impact on attitudinal loyalty and behaviour loyalty moderated by patient satisfaction. The analysis of this modified research model from previous studies at the private dental clinic in China. The method in this research is quantitative with survey and crosssectional approach. Data we taken by purposive sampling with a questionnaire from individuals who had received treatment more than one time at the clinic. There are 290 samples that are qualified and analysed by PLS-SEM. The results of this study showed that brand image have a significant and positive effect on expected quality, perceived quality, dan perceived value, and no significant and positive effect on patient satisfaction. Expected quality have a significant and positive effect on perceived quality, perceived value, dan patient satisfaction. Percieved quality have a significant and positive effect on perceived value, dan patient satisfaction. Percieved value have a significant and positive effect on patient satisfaction and patient satisfaction have a significant and positive effect on attitudinal and behaviour loyalty. From the findings of this study, managerial implications can be drawn for the development of the services at the clinic. There are a number of limitations which are followed by suggestions for futher research.

Kata kunci: brand image, expected quality, perceived value, attitudinal loyalty, behaviour loyalty, patient satisfaction, dental clinic.