

ABSTRAK

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ANALISIS PENGARUH *BRAND IMAGE* DAN *SERVICE QUALITY* TERHADAP *CUSTOMER SATISFACTION* DAN *CUSTOMER LOYALTY* DIMEDIASI OLEH *CUSTOMER TRUST* DAN *CUSTOMER SATISFACTION* PADA PASIEN RUMAH SAKIT SILOAM LIPPO VILLAGE
(xvi + 171 halaman; 25 tabel; 5 gambar; 31 lampiran)

Pada tahun 2022 Rumah Sakit Siloam Lippo Village mengalami penurunan angka kedatangan pasien, di mana dengan citra merek dan kualitas pelayanan seharusnya dapat mendorong peningkatan jumlah pasien. Tujuan penelitian untuk menganalisis pengaruh *brand image* dan *service quality* terhadap *customer satisfaction* dan *customer loyalty* yang dimediasi melalui *customer trust* dengan pendekatan *cross sectional study* pada 190 orang yang pernah melakukan pengobatan di Rumah Sakit Siloam Lippo Village. Penelitian ini menggunakan teknik multivariat, dengan metode analisis PLS-SEM menggunakan aplikasi SmartPLS versi 3.2.9. Hasil penelitian menunjukkan bahwa *brand image* dan *service quality* berpengaruh positif dan signifikan terhadap *customer satisfaction*, *brand image* dan *customer trust* berpengaruh positif namun tidak mempengaruhi *customer loyalty* secara signifikan. *Service quality* dan *customer satisfaction* berpengaruh positif dan signifikan terhadap *customer loyalty*, *customer satisfaction* berpengaruh positif namun tidak memiliki pengaruh signifikan terhadap *customer loyalty* yang dimediasi oleh *customer trust*. *Brand image* dan *service quality* berpengaruh positif dan signifikan terhadap *customer loyalty* yang dimediasi *customer trust*. Implikasi penelitian ini dapat membantu Rumah Sakit Siloam Lippo Village dalam menyusun strategi pemasaran yang digunakan untuk meningkatkan kepuasan dan loyalitas pasien.

Kata Kunci: Citra merek, kualitas pelayanan, kepercayaan pelanggan, kepuasan pelanggan, loyalitas pelanggan
Referensi: 67 (2004-2023)

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF BRAND IMAGE AND SERVICE QUALITY ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY MEDIATED BY CUSTOMER TRUST AND CUSTOMER SATISFACTION ON SILOAM LIPPO VILLAGE HOSPITAL PATIENTS

(xvi + 171 pages; 25 tables; 5 figures; 31 appendices)

In 2022, Siloam Lippo Village Hospital experienced a decline in patient visits, despite the expectation that its brand image and service quality would drive an increase in patient numbers. The research aimed to analyze the influence of brand image and service quality on customer satisfaction and customer loyalty, mediated by customer trust, using a cross-sectional study approach involving 190 individuals who had undergone treatment at Siloam Lippo Village Hospital. The study employed multivariate techniques and utilized the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method through SmartPLS version 3.2.9. The findings indicated that brand image and service quality significantly and positively influenced customer satisfaction. However, brand image and customer trust had a positive but nonsignificant impact on customer loyalty. Service quality and customer satisfaction significantly and positively influenced customer loyalty, with customer satisfaction having a positive but nonsignificant effect on loyalty when mediated by customer trust. Brand image and service quality had a significant positive impact on customer loyalty when mediated by customer trust. The implications of this research can assist Siloam Lippo Village Hospital in formulating marketing strategies to enhance patient satisfaction and loyalty.

Keywords: Brand image, service quality, customer trust, customer satisfaction, customer loyalty

Reference: 67 (2004-2023)