

ABSTRAK

PENGARUH *PERCEIVED QUALITY*, *CUSTOMER SATISFACTION* ON *PHYSICAL EVIDENCE*, DAN *BRAND IMAGE* TERHADAP *PATIENT LOYALTY* DI KLINIK KECANTIKAN THE EMDEE SKIN CLINIC PALEMBANG

(xv + 129 halaman; 13 gambar; 38 tabel; 6 lampiran)

Penampilan menjadi kebutuhan penting dalam masyarakat modern dan sering dianggap sebagai simbol kesuksesan (*beauty privilege*). Klinik kecantikan berperan dalam meningkatkan kepercayaan diri melalui layanan penampilan fisik. Industri kecantikan di Indonesia mengalami pertumbuhan pesat dengan persaingan yang semakin ketat, termasuk di The Emdee Skin Clinic Palembang. Namun, klinik ini mengalami penurunan kunjungan pasien lama sebesar 15,73% dari tahun 2023 ke 2024, menunjukkan tantangan dalam mempertahankan loyalitas pasien. Penelitian ini bertujuan untuk mengkaji pengaruh *perceived quality*, *physical evidence* dan *brand image*, *customer satisfaction* terhadap *patient loyalty* di The Emdee Skin Clinic Palembang. Penelitian menggunakan pendekatan kuantitatif dengan skala Likert dan melibatkan 200 responden yang dipilih melalui purposive sampling, dimana responden berusia 18 tahun ke atas dan sudah lebih dari sekali melakukan treatment di klinik tersebut. Data dianalisis menggunakan metode Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa *perceived quality* dan *physical evidence* berpengaruh positif dan signifikan terhadap *brand image* dan *patient loyalty*. Selain itu, *brand image* juga berpengaruh positif dan signifikan terhadap loyalitas pasien serta memediasi hubungan antara *perceived quality* dan *physical evidence* terhadap loyalitas pasien. Penelitian ini memberikan kontribusi penting bagi pengelola klinik untuk meningkatkan kualitas layanan, memperbaiki fasilitas, dan membangun citra merek guna mempertahankan loyalitas pasien. Namun, keterbatasan waktu pengumpulan data, variabel yang terbatas, dan karakteristik responden yang kurang beragam menjadi perhatian untuk penelitian selanjutnya. Disarankan agar penelitian mendatang memperpanjang waktu pengumpulan data, menambah variabel terkait, serta melibatkan responden dengan latar belakang yang lebih beragam untuk mendapatkan hasil yang lebih representatif.

Referensi: 78 (1989-2024)

Kata kunci: *perceived quality*, *physical evidence*, *brand image*, *customer satisfaction*, *patient loyalty*, klinik kecantikan, The Emdee Skin Clinic Palembang, PLS-SEM.

ABSTRACT

THE EFFECT OF *PERCEIVED QUALITY*, *CUSTOMER SATISFACTION* ON *PHYSICAL EVIDENCE*, AND *BRAND IMAGE* ON *PATIENT LOYALTY* AT THE EMDEE SKIN CLINIC PALEMBANG

(xv + 129 halaman; 13 gambar; 38 tabel; 6 lampiran)

Appearance is an important necessity in modern society and is often considered a symbol of success (*beauty privilege*). Beauty clinics play a role in boosting self-confidence through physical appearance services. The beauty industry in Indonesia is experiencing rapid growth with increasingly fierce competition, including at The Emdee Skin Clinic Palembang. However, the clinic experienced a 15.73% decrease in old patient visits from 2023 to 2024, demonstrating the challenge of maintaining patient loyalty. This study aims to examine the influence of *perceived quality*, *physical evidence* and *brand image*, *customer satisfaction* on *patient loyalty* at The Emdee Skin Clinic Palembang. The study used a quantitative approach with a Likert scale and involved 200 respondents selected through purposive sampling, where respondents were 18 years old and older and had undergone treatment at the clinic more than once. The data was analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The results of the study show that perceived quality and physical evidence have a positive and significant effect on brand image and patient loyalty. In addition, brand image also has a positive and significant effect on patient loyalty and mediates the relationship between perceived quality and physical evidence on patient loyalty. This research makes an important contribution for clinic managers to improve service quality, improve facilities, and build brand image to maintain patient loyalty. However, limited data collection time, limited variables, and less diverse characteristics of respondents are concerns for further research. It is suggested that future research extend the time of data collection, add related variables, and involve respondents with more diverse backgrounds to obtain more representative results.

References: 78 (1989-2024)

Keywords: *perceived quality*, *physical evidence*, *brand image*, *customer satisfaction*, *patient loyalty*, klinik kecantikan, The Emdee Skin Clinic Palembang, PLS-SEM.