

Faktor-faktor yang berpengaruh dengan pemasaran relasional dalam menciptakan loyalitas pelanggan pada bisnis jasa layanan rumah sakit = Factors affect to relationship marketing for creating customer loyalty in hospital services business

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Abstrak

ABSTRAK

Tesis ini membahas mengenai rumah sakit yang telah menerapkan standard akreditasi JCI melalui konsep green hospital. Tren bisnis rumah sakit sekarang dengan menerapkan standard akreditasi JCI ke seluruh rumah sakit di Indonesia. Tujuan penelitian ini adalah untuk mengetahui dan menjawab variabel service quality interaction quality, physical environment quality, dan outcome quality, customer trust, customer value, dan customer loyalty kepada konsumen yang mengetahui rumah sakit yang telah menerapkan standard akreditasi JCI melalui konsep green hospital. Penelitian ini menggunakan descriptive research dengan jumlah responden sebanyak 352, yang mengetahui RS yang berstandard akreditasi JCI sebanyak 211, dimana 209 yang valid, dan 2 yang tidak valid. Variabel interaction quality, physical environment quality, dan outcome quality berpengaruh positif terhadap variabel customer trust. Variabel customer trust berpengaruh positif terhadap customer value. Variabel customer value berpengaruh positif terhadap customer loyalty. Variabel customer trust berpengaruh negatif dan tidak signifikan terhadap variabel customer loyalty. Variabel customer value memediasi pengaruh positif antara hubungan customer trust dengan customer loyalty sebagai full mediating variable. Dari analisis penelitian ini, relationship marketing dapat meningkatkan hubungan antar variabel penelitian ini.

ABSTRACT

This study explains about hospital that has been applied JCI standard accreditations through green hospital. Hospital business trend nowadays applies JCI standard accreditations entire Indonesia hospital. This study goals to understand and answer variable of service quality interaction quality, physical environment quality, outcome quality, customer trust, customer value, and customer loyalty to consumer understanding hospital that has been applied JCI standard accreditations through green hospital. This study uses descriptive research with total amount respondent of 352, which are 211 respondents understand hospital standardized JCI accreditations, that valid is 209, and not valid is 2. Interaction quality, physical environment quality, outcome quality variables positively influence of customer trust variable. Customer trust variable positively influence of customer value. Customer value variable positively influence of customer loyalty variable. Customer trust variable negatively and not significant influence of customer loyalty. Customer value positively influence mediate effect of relationship customer trust with customer loyalty as full mediating variable. This analysis study, relationship marketing can increase relation between this variables study.