

ABSTRAK

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Program Studi : Sarjana Kesehatan Masyarakat
Judul : Analisis Hubungan Bauran Pemasaran Jasa dengan Kesetiaan Pelanggan di Unit Rawat Jalan RS Zahirah Jakarta Selatan Tahun 2009

Tujuan penelitian adalah mengetahui hubungan antara bauran pemasaran jasa dengan kesetiaan pelanggan RS Zahirah. Desain penelitian *cross sectional* dengan sampel 100 pasien rawat jalan RS Zahirah. Pengumpulan data menggunakan kuesioner untuk memperoleh gambaran karakteristik pasien serta variabel persepsi responden terhadap bauran pemasaran jasa dan kesetiaan pelanggan. Selanjutnya dilakukan uji *Chi Square* untuk melihat kemaknaan hubungan antara kedua variabel. Disimpulkan ada hubungan bermakna antara *product, place, promotion, process, dan physical evidence* dengan kesetiaan pelanggan. Saran yang diajukan meningkatkan upaya promosi internal dan eksternal, mengembangkan program promosi *word of mouth* serta brosur, memberikan diskon khusus bagi pelanggan setia dan meningkatkan standar pelayanan.

Kata kunci:
Bauran Pemasaran Jasa, Kesetiaan Pelanggan

ABSTRACT

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Title : Relationship Analysis Between Service Marketing Mix with Customer Loyalty in Ambulatory Service n Zahirah Hospital South Jakarta in 2009

The purpose of this study is to understand relation between service marketing mix with customer loyalty on Zahirah Hospital. Design's research is cross sectional with 100 sample of ambulatory service's patients. The data were collected by questioner to get characteristic of patients, perception's responden about service marketing mix and customer loyalty variable which examined by Chi Square to know relation both of this variable. As a conclusion, there are relation between product, place, promotion, process, and physical evidence with customer loyalty. The researcher suggests to improve internal and exsternal promotion, improve promotion program word of mouth and also brosur, give special discount for loyal customer and improve service standar .

Key words:
Service Marketing Mix, Customer Loyalty