ABSTRACT

The objective of this research is to prove the causal relationship between patient value as indicated by the means-end chain theory, and to test the causal relationship among patient value, patient satisfaction and patient loyalty. In this research, patient loyalty is operationalised using cognitive learning theory.

Samples of this research are patients in public and private general hospitals in Bandung, Semarang and Surabaya, which are chosen by random sampling method. The object of this research are patient value (consists of attributes value, consequences value and goals value), patient satisfaction in every type of patient value and patient loyalty.

Hypotheses are tested by means of Structural Equation Modeling (SEM), using LISREL 8.30 program. Inferential statistic is used to test hypotheses at $\alpha = 0,05$ level of significance.

These are eleven hypotheses to be tested. The result of this research confirms that hypothesis 1 and hypothesis 2 are accepted, there is positive causal relationship between attribute value and consequence value & between consequence value and goal value. Hypothesis 3 and hypothesis 4 are accepted, there is positive relationship between attribute value and attribute satisfaction & between consequence value and consequence satisfaction. Hypothesis 5 is rejected, because the effect of goal value to goal satisfaction is not significant. The next five hypotheses are relationships : (1) between attribute value and patient loyalty, (2) between consequence value and patient loyalty, (3) between goal value and patient loyalty, (4) between attribute satisfaction and patient loyalty, (5) consequence satisfaction and patient loyalty. These relationships are accepted, there is positive causal relationships. Hypothesis 11 is rejected, there is no significant relationship between goal satisfaction and patient loyalty.

These results indicate that patient loyalty can be built by delivering excellent values to patients, that makes patient satisfied.

Keywords : patient value, attribute value, consequence value, goal value, patient satisfaction, attribute satisfaction, consequence satisfaction, goal satisfaction and patient loyalty.