

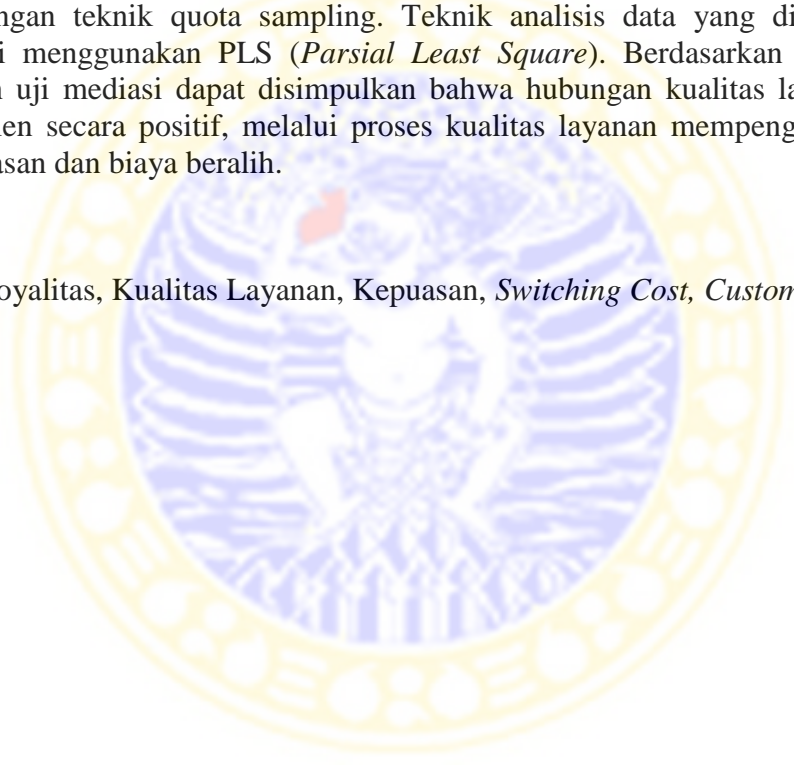
ABSTRAK

Berdasarkan data perkembangan dan komposisi jumlah pasien RSSG selama tahun 2010-2012, teridentifikasi bahwa kontribusi *captive market* RSSG semakin menurun. Oleh karena itu, fokus pada strategi membangun loyalitas pelanggan dari segmen umum, yang memberikan kontribusi meningkat menjadi pilihan strategik penting bagi manajemen RSSG.

Dikaitkan dengan teori strategi bisnis dan studi sebelumnya, beberapa variabel penting yang dapat digunakan untuk membangun loyalitas adalah meningkatkan kualitas layanan, kepuasan, dan *switching cost*. Oleh karena itu, masalah penelitian yang selanjutnya akan dikembangkan sebagai dasar merumuskan pertanyaan penelitian adalah: *Bagaimana membangun loyalitas pasien pada RSSG di Gresik?*

Jumlah sampel ditentukan 180 responden, dan diambil secara proporsional dari sub populasi, dengan teknik quota sampling. Teknik analisis data yang digunakan dalam penelitian ini menggunakan PLS (*Partial Least Square*). Berdasarkan hasil pengujian hipotesis dan uji mediasi dapat disimpulkan bahwa hubungan kualitas layanan terhadap loyalitas pasien secara positif, melalui proses kualitas layanan mempengaruhi nilai bagi pasien, kepuasan dan biaya beralih.

Keywords: Loyalitas, Kualitas Layanan, Kepuasan, *Switching Cost*, *Customer Value*



ABSTRACT

Based on data from development and composition RSSG number of patients during the years 2010-2012, identified that contribute RSSG captive market decreased. Therefore, the focus on the strategy of building customer loyalty of the general segment, which contributed to increase to an important strategic choice for RSSG management.

Is associated with the business strategy theory and previous studies, several important variables that can be used to build loyalty is to improve the quality of service, satisfaction and switching cost. Therefore, a problem that further research will be developed as the basis for formulating the research question is: How to build patient loyalty in RSSG in Gresik? The total sample of 180 respondents is determined, and is taken proportionately from the sub-populations, with quota sampling technique.

Data analysis techniques used in this study using the PLS (Partial Least Square). Based on hypotheses test results and mediations test can be concluded that the relationship of service quality to the loyalty of patients positively, through quality services for patients affect the customer value, satisfaction and switching costs.

Keywords: Loyalty, service quality, satisfaction, Switching Cost, Customer Value

