

ABSTRAK

Revolusi industri 4.0 menyebabkan peningkatan persaingan dalam pemasaran secara global, salah satunya pada jasa layanan kesehatan. Penelitian ini menggunakan Laboratorium Klinik CITO cabang Surabaya. Banyaknya persaingan pada bidang klinik laboratorium di kota Surabaya menjadikan Laboratorium Klinik CITO berusaha meningkatkan loyalitas pelanggannya dengan meningkatkan *perceived value* dan *service quality* melalui kepuasan pelanggannya. Penelitian ini menggunakan pendekatan kuantitatif metode survey dengan jumlah sampel sebanyak 150 responden. Teknik pengumpulan data yang digunakan adalah dengan menyebarkan kuesioner. Kemudian data dianalisis dengan menggunakan regresi linier berganda dengan uji mediasi menggunakan sobel test. Hasil penelitian ini menunjukkan bahwa loyalitas pasien Laboratorium Klinik CITO meningkat seiring dengan peningkatan *perceived value* dan *service quality*. Selain itu, hasil penelitian ini menunjukkan bahwa kepuasan pasien Laboratorium Klinik CITO memediasi hubungan antara *perceived value* dan *service quality* terhadap loyalitas.

Kata kunci: *Perceived Value, Service Quality, Kepuasan Pelanggan, Customer Loyalty*

ABSTRACT

The 4.0 industrial revolution caused increased competition in global marketing, one of which was health care services. This study uses the Surabaya branch of the CITO Clinical Laboratory. The high level of competition in the field of laboratory clinics in the city of Surabaya has made CITO Clinical Laboratory try to increase customer loyalty by increasing perceived value and service quality through customer satisfaction. This study uses a quantitative approach to the survey method with a total sample of 150 respondents. Data collection techniques used are by distributing questionnaires. Then the data were analyzed using multiple linear regression with mediation tests using multiple tests. The results of this study indicate that the loyalty of CITO Clinical Laboratory patients increases with the increase in perceived value and service quality. In addition, the results of this study indicate that patient satisfaction at the CITO Clinical Laboratory mediates the relationship between perceived value and service quality on loyalty.

Keywords: Perceived Value, Service Quality, Customer Satisfaction, Customer Loyalty