

ABSTRACT

This study is aimed to analyze the impact of service quality, price on customer satisfaction, customer loyalty, as well as the influence of customer satisfaction on customer loyalty in Keluarga Sehat Clinic-Bekasi. Technical analysis of the data in this study using the multiple linear regression analysis technique in order to indicate the strength of the influence of service quality, price on customer satisfaction, customer loyalty. The results showed that the quality of service positive and significant impact on customer satisfaction, as well as indirect effect on customer loyalty through customer satisfaction. Price is not positive and significant impact on customer satisfaction and customer loyalty.

Keywords: quality of service, price, customer satisfaction, customer loyalty, clinic

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan, harga terhadap kepuasan pelanggan, loyalitas pelanggan, serta pengaruh kepuasan pelanggan terhadap loyalitas pelanggan di klinik Keluarga Sehat-Bekasi. Teknik analisis data pada penelitian ini menggunakan teknik analisis regresi linear berganda untuk mengetahui kekuatan yang mempengaruhi kualitas pelayanan, harga, kepuasan pelanggan, loyalitas pelanggan, serta pengaruh kepuasan pelanggan terhadap loyalitas pelanggan. Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, serta berpengaruh secara tidak langsung terhadap loyalitas pelanggan melalui kepuasan pelanggan. Harga tidak berpengaruh positif dan signifikan terhadap kepuasan pelanggan dan loyalitas pelanggan.

Kata Kunci: kualitas pelayanan, harga, kepuasan pelanggan, loyalitas pelanggan, klinik