

ABSTRACT

This study aims to analyze the impact of WoM, Customer Quality, and Perceived Value on customer loyalty with customer satisfaction as a mediation variable. This research is a quantitative research with a survey method conducted on 200 respondents who are outpatient customers at a hospital in East Java, Indonesia with the criteria of customers who have received hospital services at least 2 times in the past 1 year. The statistical calculation used to test the research hypothesis is the Partial Least Square (Smart-PLS) program version 3.0. The findings show that WoM, service quality, perceived value, and customer satisfaction have a positive and significant effect on customer loyalty. WoM and service quality have a positive and significant effect on customer satisfaction. Meanwhile, perceived value has no significant effect on customer satisfaction. Customer satisfaction has a positive and significant effect on customer loyalty. Customer satisfaction has a positive and significant effect as a positive mediating variable for WoM and customer quality on customer loyalty. However, customer satisfaction is positive and not significant as a mediating variable for the relationship between perceived value and customer loyalty.

Keyword : Word of Mouth, service quality, perceived value, Customer Sattisfaction, Customer Loyalty, Hospital



UNIVERSITAS
MERCU BUANA

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dampak positive WoM, Kualitas Pelanggan, dan *Perceived Value* terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variable mediasi. Penelitian ini merupakan penelitian kuantitatif dengan metode survey yang dilaksanakan kepada 200 responden yang merupakan pelanggan rawat jalan di salah satu rumah sakit di Jawa Timur, Indonesia dengan kriteria pelanggan yang sudah pernah mendapatkan pelayanan rumah sakit minimal 2 kali dalam kurun waktu 1 tahun terakhir. Perhitungan statistik yang digunakan untuk pengujian pada hipotesis penelitian adalah program *Partial Least Square (Smart-PLS)* versi 3.0. Hasil temuan menunjukkan bahwa WoM, Kualitas pelayanan, *perceived value*, dan kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. WoM dan kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Sedangkan *perceived value* berpengaruh tidak signifikan terhadap kepuasan pelanggan. Kepuasan pelanggan berpengaruh positif dan signifikan dengan loyalitas pelanggan. Kepuasan pelanggan berpengaruh positif dan signifikan sebagai variabel mediasi WoM dan kualitas pelanggan terhadap loyalitas pelanggan. Namun kepuasan pelanggan positif dan tidak signifikan sebagai variabel mediasi terhadap hubungan *perceived value* terhadap loyalitas pelanggan.

Kata Kunci : *Word of Mouth*, Kualitas Pelayanan, *Perceived Value*, Kepuasan pelanggan, Loyalitas Pelanggan, Rumah Sakit

UNIVERSITAS
MERCU BUANA