MODEL KETERKAITAN PERSEPSI NILAI, CITRA MEREK, KEPUASAN DAN LOYALITAS PELANGGAN DI KLINIK BEDAH RAWAT JALAN ONKOLOGI RUMAH SAKIT KHUSUS BEDAH ROPANASURI

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ABSTRAK

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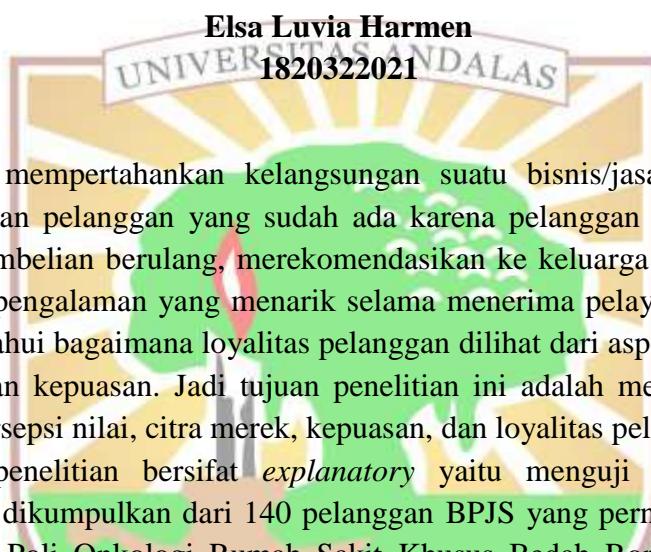
Untuk mempertahankan kelangsungan suatu bisnis/jasa penting untuk mempertahankan pelanggan yang sudah ada karena pelanggan yang loyal akan melakukan pembelian berulang, merekomendasikan ke keluarga dan teman serta menceritakan pengalaman yang menarik selama menerima pelayanan. Maka dari itu perlu diketahui bagaimana loyalitas pelanggan dilihat dari aspek persepsi nilai, citra merek dan kepuasan. Jadi tujuan penelitian ini adalah menemukan model keterkaitan persepsi nilai, citra merek, kepuasan, dan loyalitas pelanggan.

Jenis penelitian bersifat *explanatory* yaitu menguji hubungan antar variabel. Data dikumpulkan dari 140 pelanggan BPJS yang pernah berobat lebih dari 1 kali di Poli Onkologi Rumah Sakit Khusus Bedah Ropanasuri Padang. Pengolahan data dilakukan dengan SEM PLS menggunakan aplikasi Smart PLS 3.0. Hasil penelitian menunjukkan pertama persepsi nilai berpengaruh positif terhadap citra merek, kedua persepsi nilai berpengaruh positif terhadap kepuasan pelanggan, ketiga persepsi nilai tidak berpengaruh terhadap loyalitas pelanggan, keempat citra merek berpengaruh positif terhadap kepuasan pelanggan, kelima kepuasan pasien berpengaruh positif terhadap loyalitas pelanggan dan menemukan model keterkaitan yaitu pertama, 41% citra merek dibentuk oleh persepsi nilai, kedua, 60% kepuasan pelanggan dibentuk oleh citra merek dan persepsi nilai dan ketiga, 40% loyalitas pelanggan dibentuk oleh kepuasan pelanggan. Diharapkan dari penelitian ini, dapat memberikan wawasan dan masukan kepada pihak rumah sakit untuk membuat kebijakan dalam upaya mempertahankan pelanggan dengan mempertimbangkan aspek persepsi nilai, citra merek dan kepuasan pelanggan.

Kata kunci: *Persepsi Nilai, Citra Merek, Kepuasan, Loyalitas Pelanggan*

ABSTRACT

THE MODEL OF THE RELATIONSHIP PERCEIVED VALUE, BRAND IMAGE, CUSTOMER SATISFACTION AND LOYALTY IN THE CLINIC OUTPATIENT SURGICAL ONCOLOGY OF THE HOSPITAL OF SPECIAL SURGERY ROPANASURI

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*   To maintain the continuity of a business / service, it is important to retain existing customers because loyal customers will make repeat purchases, recommend to family and friends and tell interesting experiences while receiving service. Therefore, it is necessary to know how customer loyalty is seen from the aspects of perceived value, brand image and satisfaction. So the purpose of this study is to find a model of the relationship between perceived value, brand image, satisfaction, and customer loyalty.*

*   This type of research is explanatory test the relationship of a variable. The data were collected from 140 BPJS customers who had been treated more than once at the Oncology Clinic of the Ropanasuri Hospital for Special Surgery in Padang.. Data processing was performed with SEM PLS use the application Smart PLS 3.0. The results showed that first, perceived value has a positive effect on brand image, secondly, perceived value has a positive effect on customer satisfaction, the third perceived value has no effect on customer loyalty, the four brand images have a positive effect on customer satisfaction, the five patient satisfaction has a positive effect on customer loyalty and found a model. First, 41% of brand image is formed by perceived value, second, 60% of customer satisfaction is formed by brand image and perceived value and third, 40% of customer loyalty is formed by customer satisfaction. It is expected from this research, it can provide insight and input to the hospital to make policies in an effort to retain customers by considering aspects of perceived value, brand image and customer satisfaction.*

Keywords: : Perceived Value, Brand Image, Satisfaction, Customer Loyalty