

Nur Jannah, 10.311.007, **Analisis Pengaruh Citra Merek, Fasilitas, dan Kualitas Pelayanan terhadap Kepuasan dan Loyalitas Pasien Rawat Jalan untuk Memanfaatkan Pelayanan Kesehatan di Rumah Sakit Semen Gresik**, Manajemen, Fakultas Ekonomi, Universitas Muhammadiyah Gresik, Juli, 2014.

Abstraksi

Penelitian ini bertujuan melakukan pengujian pengaruh secara parsial dan simultan antara citra merek, fasilitas, dan kualitas pelayanan terhadap kepuasan dan loyalitas, serta pengaruh citra merek, fasilitas, dan kualitas pelayanan terhadap loyalitas melalui kepuasan. Sampel yang digunakan dalam penelitian ini adalah 100 responden yang merupakan pasien rawat jalan yang memanfaatkan pelayanan kesehatan di Rumah Sakit Semen Gresik (minimal telah melakukan dua kali kunjungan dan berusia 17 tahun). Metode analisis yang digunakan adalah *path analysis* (analisis jalur). Hasil analisis menunjukkan citra merek tidak berpengaruh secara parsial terhadap kepuasan; fasilitas tidak berpengaruh secara parsial terhadap kepuasan pasien; kualitas pelayanan tidak berpengaruh secara parsial terhadap kepuasan; citra merek, fasilitas, dan kualitas pelayanan berpengaruh secara simultan terhadap kepuasan; citra merek tidak berpengaruh secara parsial terhadap loyalitas; fasilitas berpengaruh secara parsial terhadap loyalitas; kualitas pelayanan berpengaruh secara parsial terhadap loyalitas; kepuasan berpengaruh secara parsial terhadap loyalitas; citra merek, fasilitas, kualitas pelayanan, dan kepuasan berpengaruh secara simultan terhadap loyalitas; citra merek berpengaruh terhadap loyalitas melalui kepuasan; citra merek berpengaruh terhadap loyalitas melalui kepuasan; dan kualitas pelayanan berpengaruh terhadap loyalitas melalui kepuasan.

Kata kunci: citra merek, fasilitas, kualitas pelayanan, kepuasan, loyalitas

Nur Jannah, 10.311.007, *Analysis The Influence of Brand Image, Facility, and Service's Quality towards Satisfaction and Loyalty Outpatients that Exploit The Health's Service of Semen Gresik Hospital, Management, Faculty of Economic, Muhammadiyah University of Gresik, July, 2014.*

Abstract

This research has a goal to analyze the influence partially and concurrently between brand image, facility, and service's quality for satisfaction and loyalty; and the influence of brand image, facility and service's quality to loyalty by satisfaction. The sample of this research was used 100 respondents who are outpatients that exploit the health's service of Semen Gresik Hospital (having minimal two times visit and 17years old). The methode of this analysis is Path Analysis. The result showed that brand image is not influential partially for satisfaction; facility is not influential partially for patient's satisfaction; service's quality is not influential partially for satisfaction; brand image, facility and service's quality are influenced concurrently for satisfaction; brand image is not influential partially for loyalty; facility is not influential partially for loyalty; service's quality is influenced partially for loyalty; satisfaction is influenced partially for loyalty; brand image, facility, service quality and satisfaction are influenced concurrently for loyalty; brand image is influenced for loyalty by satisfaction, facility is influenced for loyalty by satisfaction and service quality is influenced for loyalty by satisfaction.

Key words: brand image, facility, service's quality, satisfaction, loyalty