

ABSTRACT

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EFFECT OF SERVICE QUALITY ON HOSPITAL CUSTOMER LOYALTY IN TANGERANG CITY (Case Study: Hospital. Siloam)

The healthcare industry in Tangerang city competes with each other to get customers. Healthcare providers compete competitively in new breakthroughs over services offered to increase or attract a growing number of customers. On the other hand, one of the challenges in building a strong service quality is how to ensure that consumers have the right experience of the services, services and marketing strategies that accompany it. This study aims to test and analyze the effect of service quality variables (Tangible, Reliability, Responsiveness, Assurance, and Empathy) on customer loyalty partially and simultaneously at Siloam Hospital, Tangerang city. Based on the results of the study using 28 points of statement and involving 140 respondents tangerang residents who already use the services of Siloam Hospital. Participants' selection techniques use a purposive sampling approach to collect data. Based on the results of this study shows that service quality consisting of Tangible, Empathy, Reliability, Responsiveness, and Assurance partially and simultaneously, affect customer loyalty on health services in Siloam Hospital.

Keywords: *Service Quality, Customer Loyalty, Tangible, Reliability, Responsiveness, Assurance, Empathy, hospital, Tangerang city*