

## ABSTRACT

### **THE EFFECT OF SERVICE QUALITY AND CUSTOMER RELATIONSHIP MANAGEMENT ON LOYALTY THROUGH THE SATISFACTION OF PATIENTS IN THE RSUD TANGERANG DISTRICT**

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*This research was conducted with the background of services in the health sector which continues to develop, causing increased competition. This makes the company must look at aspects of customer satisfaction and loyalty to maintain its business continuity. Several aspects that can affect customer loyalty are service quality and customer relationship management and customer satisfaction in mediating the relationship between the two. Researchers want to know whether service quality and customer relationship management can affect customer loyalty and customer satisfaction as well as customer satisfaction as a mediating variable whether it can affect the relationship between service quality and customer loyalty and customer satisfaction on customer loyalty in outpatient services at the Tangerang District Hospital. Collecting data by distributing online questionnaires to 150 respondents. Data analysis using the PLS-SEM method, because it allows them (researchers) to estimate complex models with many constructs, variables, and structural paths without imposing data distribution assumptions. The results showed that service quality and customer relationship management each had no significant effect on customer loyalty, then other research results found that service quality and customer relationship management had a positive and significant effect on customer satisfaction, then customer satisfaction had a significant effect on customer loyalty and the influence of customer satisfaction. indirectly service quality on customer loyalty through customer satisfaction as a mediating variable and customer relationship management on customer loyalty through customer satisfaction as a mediating variable each has a positive and significant effect*

**Keywords:** *Service Quality, Customer Relationship Management, Customer Satisfaction, Customer Loyalty*

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