

ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh *Brand Image* dan Kualitas Pelayanan Terhadap Loyalitas Pasien Dengan Kepuasan Pasien Sebagai Variabel Intervening.

Jenis penelitian ini adalah penelitian kuantitatif. Populasi Pasien rawat inap umum Rumah Sakit Husada Utama Surabaya, maka teknik pengambilan sampel menggunakan sampel *probability sampling* dan perhitungan *slovin* didapat 100 responden. Data dikumpulkan melalui *google form* kuesioner. Metode analisis yang digunakan adalah *Partial Least Square* dengan menggunakan *software* SmartPLS 3.0.

Hasil penelitian menunjukkan bahwa *Brand Image* berpengaruh positif dan signifikan terhadap kepuasan pasien dan *brand image* berpengaruh positif dan signifikan terhadap loyalitas pasien, kemudian kepuasan pasien berpengaruh positif dan signifikan terhadap loyalitas pasien, kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pasien, kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pasien. Disamping itu kualitas pelayanan berpengaruh tidak langsung terhadap loyalitas pasien melalui kepuasan pasien, *brand image* berpengaruh signifikan terhadap loyalitas pasien melalui kepuasan pasien.

Kata kunci: *Brand Image*, Kualitas Pasien, Loyalitas Pasien, Kepuasan Pasien



ABSTRACT

This research aimed to analyze the effect of brand image and service quality on patients' loyalty with patients' satisfaction as the intervening variable. The research was quantitative. Moreover, the population was hospitalized patients at RSU Husada Utama Surabaya. The data collection technique used probability sampling with the Slovin formula, which gained 100 respondents as the sample. In line with that, the data were collected through questionnaires google-form. Furthermore, the data analysis technique used Partial Least Square with Smart PLS 3.0. The result concluded that Brand Image had a positive and significant effect on patients' satisfaction. The brand image had a significantly positive effect on patients' loyalty. Additionally, patients' satisfaction had a positive and significant effect on patients' loyalty. Service quality had a significantly positive effect on patients' satisfaction. The service quality had a positive and significant effect on patients' loyalty. In addition, service quality had an indirect effect on patients' loyalty through patients' satisfaction. However, brand image positive and significant effect on patients' loyalty through patients' satisfaction.

Keywords : *Brand Image, Service Quality, Patients' Loyalty, Patients' Satisfaction*

