ABSTRACT

Increased competition the company will primarily health care quality. The company should be able to bring the consumer to the brand has to offer. Then the service function needs to be improved so that the loyalty to a brand. Quality of service is a form of consumer assessment of the level of service received by the level of service expected. This study aims to determine the relationship of service quality on brand loyalty in the Hospital Dental Maranatha Bandung. This research uses an explanatory causal research, using a quantitative approach with a sample of 240 respondents were determined by using purposive sampling and data collection techniques by the methods of questionnaire survey techniques. The results of this study indicate that the relationship of service quality to brand loyalty at 41.3% and the remaining 58.7% is influenced by other factors.

Keywords: Service Quality, Brand Loyalty
ABSTRAK

Semakin meningkatnya persaingan perusahaan terutama akan kualitas pelayanan kesehatan. Perusahaan harus mampu mendekatkan konsumen dengan merek yang ditawarkan. Maka fungsi pelayanan perlu ditingkatkan agar terjadinya loyalitas pada suatu merek. Kualitas pelayanan merupakan suatu bentuk penilaian konsumen terhadap tingkat pelayanan yang diterima dengan tingkat layanan yang diharapkan. Penelitian ini bertujuan untuk mengetahui hubungan kualitas pelayanan terhadap loyalitas merek pada Rumah Sakit Gigi dan Mulut Maranatha Bandung. Penelitian ini menggunakan jenis penelitian causal explanatory, menggunakan pendekatan kuantitatif dengan sampel 240 responden yang ditentukan dengan teknik purposive sampling serta teknik pengumpulan data melalui teknik survey dengan metode kuesioner. Hasil penelitian ini menunjukkan bahwa adanya hubungan kualitas pelayanan terhadap loyalitas merek sebesar 41.3% dan sisanya 58.7% dipengaruhi oleh faktor lain.

Kata Kunci: Kualitas Pelayanan, Loyalitas Merek

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