

Analisis loyalitas pelanggan poli kebidanan dan kandungan Rumah Sakit ASRI tahun 2008

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Abstrak

Penelitian ini bertujuan untuk memperoleh gambaran loyalitas dan kepuasan terhadap bauran pemasaran RS Asri, Jakarta. Kepuasan diukur menggunakan kuesioner kepuasan berdasarkan bauran pemasaran, kemudian dihubungkan kepada loyalitas pelanggan. Responden penelitian adalah pasien yang berkunjung ke poli kebidanan dan kandungan RS Asri minimal dua kali, dengan 86 responden. Pengumpulan data berlangsung selama dua minggu, Juni-Juli 2008. Analisis data menggunakan distribusi frekuensi dan Korelasi Pearson Product Moment, analisis regresi linier. Prosentase kepuasan terhadap bauran pemasaran tidak terlalu tinggi, hanya berkisar antara 51,17% sampai dengan 70,93. Ada hubungan yang bermakna antara kepuasan dengan loyalitas pelanggan. Sedangkan pengaruh kepuasan terhadap loyalitas sebesar 49,2%.. Hipotesis yang diajukan dalam penelitian ini terbukti.

<hr><i>Objective of this research is to provide explanation on relationship between consumer loyalty, satisfaction level and marketing mix in Asri hospital, Jakarta. Satisfaction level of respondents to current marketing mix was measured using questionnaire tool and then linked with consumer loyalty. Research respondents were patients of obstetric & gynecology clinic in Asri hospital. They were limited to only patients who come to clinic for at least twice a week. Total number of respondents was 86. Data acquisition had been conducted for two weeks, in period of June - July 2008, and then it was analyzed using frequency distribution and Pearson Product Moment Correlation. Satisfaction level to current marketing mix is only between 51.17% and 70.93%. Though, there is substantial relationship between consumer satisfaction level and consumer loyalty with coefficient at 49.2%. Therefore, hypothesis proposed in this research has been proven.</i>