

**Pengaruh Pelayanan Prima dan *Customer Relationship Management* terhadap
Loyalitas Pasien yang dimediasi oleh Kepuasan dan Kepercayaan**

by

**I Gede Suasnawa ⁽¹⁾
A.A.N. Eddy Supriyadinata Gorda ⁽²⁾**

Undiknas Graduate School
Jl. Waturenggong No. 164, Denpasar, Bali

ig.suasnawa@gmail.com⁽¹⁾
eddy_supriyadinata@yahoo.com⁽²⁾

ABSTRACT

The study aims to examine Influence in Service Excellence, Customer Relationship Management (CRM) mediated by Patient Satisfaction, Trust to Loyalty in Bali Royal Hospital. This research is an explanatory, using a causal approach. The location of this research is in Bali Royal Hospital. The sampling technique is an incidental sampling with patient criteria who visit Bali Royal Hospital more than twice in the age of 17-65 years and are able to interact, so that the number of samples used in this study amounted to 135 respondents. The data analysis that was used in this study was the CB-SEM (Covariance-Based Structural Equation Modeling). The results of this study are excellent service have positive effect on patient satisfaction and confidence in Bali Royal Hospital. Variable Customer Relationship Management (CRM) has positive effect on patient satisfaction and confidence in General Hospital Bali Royal. Additionally, satisfaction and confidence effect positively on patients' trust in Bali Royal Hospital. The advice that is given to the Hospital Management is further optimize the role of management in terms of operational oversight hospital. Suggested to the other researchers to further examine the factors that influence patient's loyalty with different variables and indicators which are not contained in this research.

Keywords: Service Excellent, Customer Relationship Management, Customer Satisfaction, Trust, Customer Loyalty

ABSTRAK

Penelitian ini bertujuan untuk meneliti Pengaruh Pelayanan Prima dan *Customer Relationship Management (CRM)* Terhadap Loyalitas pasien yang dimediasi oleh Kepuasan Pasien, Kepercayaan dan Loyalitas di Rumah Sakit Umum Bali Royal. Penelitian ini bersifat *explanatory* (penjelasan), dengan menggunakan pendekatan kausal. Lokasi penelitian ini di Rumah Sakit Umum Bali Royal. Teknik sampling menggunakan incidental sampling dengan kriteria pasien yang berkunjung ke RSUD Bali Royal lebih dari dua kali dengan usia 17 - 65 tahun dan mampu berinteraksi, sehingga jumlah sampel yang digunakan dalam penelitian ini berjumlah 135 responden. Analisis data yang digunakan dalam penelitian ini adalah CB-SEM (*Covariance Based-Structural Equation Modeling*). Hasil dari penelitian ini adalah pelayanan prima berpengaruh positif terhadap kepuasan dan kepercayaan pasien di Rumah Sakit Umum Bali Royal. Variabel *Customer Relationship Management (CRM)* berpengaruh positif terhadap kepuasan dan kepercayaan pasien di Rumah Sakit Umum Bali Royal. Selain itu, kepuasan dan kepercayaan berpengaruh positif terhadap kepercayaan pasien di Rumah Sakit Bali Royal. Saran yang diberikan kepada Manajemen Rumah Sakit adalah lebih mengoptimalkan peran dari manajemen dalam hal pengawasan operasional rumah sakit. Kepada peneliti lain disarankan untuk meneliti lebih jauh faktor-faktor yang mempengaruhi

loyalitas pasien dengan variabel dan indikator-indikator yang berbeda yang tidak terdapat didalam penelitian ini.

Kata kunci: Pelayanan prima, *Customer Relationship Management*, Kepuasan, Kepercayaan (*trust*) , Loyalitas

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