

ABSTRACT

BPJS Health is a service provided to all members of the community, so the services provided must be good in all respects. In this study conducted in order to determine the assessment of the community of services provided by BPJS Health in terms of service quality, customer relationship management, customer loyalty and satisfaction levels.

This research uses quantitative methods with descriptive and causal research types, the measurement scale used is a Likert scale. The sampling technique used is the non-probability type of purposive sampling, which involved 100 respondents. The data analysis method used is Structural Equation Modeling (SEM) and data processing is performed using SmartPLS.

Based on the results of testing the service quality hypothesis on loyalty has a positive and significant effect on the quality of customer service, the influence of customer relationship management on the level of satisfaction has a positive and significant effect, the effect of the level of satisfaction on customer loyalty has a positive and significant effect, the effect of service quality has a positive effect and significant on consumer loyalty, then the influence of customer relationship management has no effect or is not significant on customer loyalty.

Keywords: Service Quality, Customer Relationship Management, Consumer Loyalty, and Level of Satisfaction.