

ABSTRACT

Current and future health is not someone's concern but is everyone's concern for everyone in living their lives. The place used to care for sick people, in this case the hospital, is a facility needed by everyone to maintain health care. In general, hospitals, primary clinics or other clinics are created and established in order to provide facilities to serve the community. The phenomenon that occurs in CV. Della Medika is a decrease in community visits which is shown by the decline in patient visits where in 2023 the number of patient visits reached 1733. This figure decreased compared to the number of patient visits in 2022 which reached 2279. As for the last report in June 2024, patients who visited CV . Della Medika only had 293. This illustrates the decline in patient loyalty in enjoying CV health services. Della Medika.

The aim of this research is to determine the effect of Service Quality on Loyalty mediated by Patient Satisfaction at CV Della Medika. In this research, the research design used is a causal research design with a quantitative approach. The population in this study is CV customers. Della Medika in June 2024 was 293. The sampling technique used was non-probability sampling with the Slovin formula so that the sample size was 170. The analysis technique used in this research was the Component or Variance Based Structural Equation Model where the data processing used the Partial Least program. Square (Smart-PLS).

The results of the study show that service quality has a positive and significant influence on customer satisfaction, service quality has a positive and significant influence on customer loyalty, customer satisfaction has a positive and significant influence on customer loyalty and service quality has a positive and significant influence on customer loyalty mediated by customer satisfaction

Keywords: Keywords: Customer Loyalty, Customer Satisfaction, Service Quality