

ABSTRACT

PRASTIKOWATI, Perception of Service Quality, Education, Income and Customer Loyalty of Medical Check-Up Section at Siloam Hospital Kebon Jeruk (supervised by Sunar Abdul).

Medical check up or health examination is a procedure performed to determine a person's health status at this time and effort to maintain regular health. Function of Medical Check Up is to detect early abnormalities of bodily functions that have not been manifest as disease. In addition, for the inspection functions of the body for people with chronic diseases like hypertension, diabetes mellitus, impaired renal function and heart.

Customers' medical examination in Siloam Hospital Kebon Jeruk consists of clients from individuals and corporate clients. Within three years of observations has decreased the number of private subscribers for a medical examination in Siloam Hospitals Kebon Jeruk. Estimated that one contributing factor is the quality of services, less than optimal. This will affect the level of medical check up customer loyalty in Siloam Hospitals Kebon Jeruk.

Object of research is service quality and characteristics of respondents. This study aimed to analyze more information about the description of each variable: the quality of service, education, income and customer loyalty. To analyze these variables, we used survey research methods and multiple regression analysis. Regression variables consisted of quality of service, education, and income in the "dummy" as D1 (middle income) and D2 (high income) as well as customer loyalty.

With a sample of 96 respondents, the analysis states that the quality of medical care and education variables have a significant influence on customer loyalty variable. From the regression equation and beta coefficients can be seen that the most influential variables to customer loyalty is the quality of services with a value of $P = 0.000$, then followed by education with a value of $P = 0.025$, but the income variable have no effect at all on customer loyalty. Based on the coefficient of determination is well known that 30,1% is the total contribution of the variability of the variable quality of service, education and income and the remaining 69,9% were influenced by other variables.

Key Word: perception of service quality, education, income and customer loyalty.