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REKOMENDASI PERSETUJUAN ETIK

Nomor : 9729/UN4.14.1/TP.01.02/2022

Tanggal : 23 Agustus 2022

Dengan ini Menyatakan bahwa Protokol dan Dokumen yang Berhubungan dengan Protokol berikut ini telah mendapatkan Persetujuan Etik :

No.Protokol	16822052183	No. Sponsor Protokol	
Peneliti Utama	Suryadi	Sponsor	Pribadi
Judul Peneliti	Pengaruh <i>Customer Relationship Marketing</i> dan <i>Customer Value</i> Terhadap <i>Customer Loyalty</i> di RSUD Syekh Yusuf Kabupaten Gowa		
No.Versi Protokol	1	Tanggal Versi	16 Agustus 2022
No.Versi PSP	1	Tanggal Versi	16 Agustus 2022
Tempat Penelitian	RSUD Syekh Yusuf Kabupaten Gowa		
Judul Review	<input type="checkbox"/> Exempted <input checked="" type="checkbox"/> Expedited <input type="checkbox"/> Fullboard	Masa Berlaku 23 Agustus 2022 Sampai 23 Agustus 2023	Frekuensi review lanjutan
Ketua Komisi Etik Penelitian	Nama : Prof.dr.Veni Hadju,M.Sc,Ph.D	Tanda tangan 	Tanggal 23 Agustus 2022 
Sekretaris komisi Etik Penelitian	Nama : Dr. Wahiduddin, SKM.,M.Kes	Tanda tangan 	Tanggal 23 Agustus 2022

Kewajiban Peneliti Utama :

1. Menyerahkan Amandemen Protokol untuk persetujuan sebelum di implementasikan
2. Menyerahkan Laporan SAE ke Komisi Etik dalam 24 Jam dan dilengkapi dalam 7 hari dan Laporan SUSAR dalam 72 Jam setelah Peneliti Utama menerima laporan
3. Menyerahkan Laporan Kemajuan (progress report) setiap 6 bulan untuk penelitian resiko tinggi dan setiap setahun untuk penelitian resiko rendah
4. Menyerahkan laporan akhir setelah Penelitian berakhir
5. Melaporakn penyimpangan dari protocol yang disetujui (protocol deviation/violation)
6. Mematuhi semua peraturan yang ditentukan

LAMPIRAN 2 INFORMED CONSENT

INFORMED CONSENT **(PERSETUJUAN SETELAH PENJELASAN)**

Assalamualaikum Warrahmatullahi Wabarakatuh,

Saya yang bertanda tangan di bawah ini adalah Mahasiswa Administrasi Rumah Sakit Program Studi Kesehatan Masyarakat Pascasarjana Universitas Hasanuddin Makassar yang akan mengadakan penelitian dengan judul **“Pengaruh *Customer Relationship Marketing* Dan *Customer Value* Terhadap *Customer Loyalty* Di RSUD Syekh Yusuf Kabupaten Gowa”**.

Tidak ada risiko fisik yang akan terjadi dalam penelitian ini. Risiko yang mungkin didapat adalah waktu yang tersita dari pasien untuk menjawab pertanyaan ini sekitar 15-30 menit. Keuntungannya, informasi yang diberikan dapat menjadi masukan bagi manajemen rumah sakit tempat penelitian.

Pada penelitian ini, identitas anda akan disamarkan. Data penelitian ini akan dikumpulkan dan disimpan tanpa menyebutkan nama anda dalam arsip tertulis atau elektronik (komputer), yang tidak bisa dilihat oleh orang lain selain peneliti. Kerahasiaan data anda sepenuhnya akan dijamin. Bila data akan dipublikasikan, kerahasiaan tetap akan dijaga. Jika anda tidak ingin berpartisipasi, kami tidak akan memasukkan anda sebagai objek penelitian dan anda dapat menolak untuk mengisi kuesioner yang dibagikan.

Jika anda setuju untuk berpartisipasi, diharapkan untuk mengisi dan menandatangani formulir persetujuan mengikuti penelitian. Atas perhatian dan kesediaan Bapak/Ibu sebagai responden saya ucapkan terima kasih.

Makassar, Januari 2022

Peneliti

LAMPIRAN 3 KUESIONER

IDENTITAS RESPONDEN

1. Jenis Kelamin:

Pria

Wanita

2. Usia :

17-25 Tahun

46-55 Tahun

26-35 Tahun

>56 Tahun

36-45 Tahun

3. Pendidikan Terakhir :

Sampai SD

D1/D2/D3

SMP

S1

SMA/SMK

S2/S3

4. Pekerjaan:

Pelajar/ Mahasiswa

PNS

Pegawai Swasta

Wiraswata

Petani

Tidak Bekerja

5. Jarak rumah anda ke rumah sakit ini :

<5 KM

>5 KM

6. Apakah ini merupakan kunjungan pertama anda atau kunjungan yang sudah berulang sebelumnya?

Baru

Berulang

A. RELATIONSHIP MARKETING

(diadaptasi dari Ndubisi, 2007)

No	Pernyataan	SS	S	R	TS	STS
Kepercayaan						
1.	RS ini sangat memperhatikan keamanan dan keselamatan pasien dalam pelayanannya.					
2.	Janji RS ini dapat diyakini dan diandalkan					
3.	RS ini konsisten dalam memberikan pelayanan yang berkualitas					
4.	Petugas RS ini menunjukkan rasa hormat kepada pasien					
5.	RS ini memenuhi kewajibannya kepada pasien					
6.	Saya memiliki kepercayaan pada layanan RS ini					
Komitmen						
7.	Petugas RS ini (Dokter atau perawat) memberikan pelayanan sesuai kebutuhan saya					
8.	Petugas RS memberikan layanan yang dipersonalisasi untuk memenuhi kebutuhan pasien					
9.	RS flexibel dalam mengubah layanannya untuk memenuhi kebutuhan pasien					
10.	RS flexibel dalam melayani kebutuhan saya					
Komunikasi						
11.	Petugas RS ini (dokter atau perawat) menyediakan informasi yang akurat secara tepat waktu					
12.	RS ini memberikan informasi ketika terdapat pelayanan yang baru					
13.	RS ini membuat dan memenuhi janji					
14.	Informasi yang diberikan oleh RS selalu akurat					
Penanganan Konflik						
15.	RS ini selalu berusaha untuk menghindari konflik					
16.	RS ini selalu berusaha menyelesaikan konflik yang nyata sebelum menimbulkan masalah					
17.	RS ini memiliki kemampuan untuk secara terbuka mendiskusikan solusi ketika terjadi masalah					

B. CUSTOMER VALUE

(diadaptasi dari Sweeney & Soutar, 2001)

No	Pernyataan	SS	S	R	TS	STS
Emotional value (Nilai Emosional)						
1	Saya merasa tenang menggunakan jasa rumah sakit ini.					
2	Saya merasa nyaman menggunakan jasa rumah sakit ini.					
3	Saya merasa yakin menggunakan jasa rumah sakit ini					
4	Saya senantiasa akan memilih RS ini jika saya membutuhkan layanan kesehatan.					
Social value (Nilai Sosial)						
5	Rumah Sakit ini dapat meningkatkan persepsi sosial saya.					
6	Rumah sakit ini memiliki citra/ image yang baik di Masyarakat					
7	Rumah sakit ini merupakan kebanggaan masyarakat					
8	Rumah sakit ini merupakan pilihan utama tokoh masyarakat					
Performance Value (Nilai Kualitas)						
9	Desain bangunan RS ini mendukung kenyamanan pasien					
10	RS ini mudah dijangkau oleh masyarakat					
11	RS ini memiliki sarana dan prasarana pelayanan yang lengkap					
12	RS ini terlihat rapi dan tertata dengan baik					
13	Petugas yang memberikan pelayanan seperti dokter, perawat dan petugas lainnya bekerja secara profesional sesuai bidangnya					
14	Pelayanan di RS ini dikelola secara terorganisir dan terstruktur dengan baik					
15	Petugas RS memberikan pelayanan dan informasi dengan baik, beretika, jujur, dan dapat dipercaya					
16	Dokter dan Perawat di RS ini memiliki pengetahuan dan keterampilan yang baik dalam memberikan perawatan					
Price / value for money (Nilai terhadap biaya)						
17	RS ini menetapkan harga yang wajar untuk kualitas layanan yang diberikan					

18	RS ini memberikan kualitas yang lebih baik untuk harga yang saya bayarkan					
19	Untuk keseluruhan pelayanan yang saya dapatkan, saya merasa sebanding dengan biaya yang saya bayarkan					

C. Customer Loyalty
(diadaptasi dari Griffin, 2005)

No	Loyalitas Pasien	Sangat Tidak Bersedia	Tidak Bersedia	Bersedia	Sangat Bersedia
Repeat Purchase					
1	Jika saya membutuhkan layanan kesehatan, saya pasti akan berobat ke RSUD Syekh Yusuf Kabupaten Gowa				
2	Saya akan menjadikan RSUD Syekh Yusuf Kabupaten Gowa menjadi pilihan utama				
Pay More					
3	Saya akan selalu mencari informasi mengenai RSUD Syekh Yusuf Kabupaten Gowa				
4	Bila dianjurkan, Saya bersedia melakukan paket pemeriksaan tambahan di bagian lain di RSUD Syekh Yusuf Kabupaten Gowa misalnya bagian Radiologi atau laboratorium atau Naik kelas rawat inap diatas hak kelas asuransi saya				
Retention					
5	Saya bersedia untuk tetap melakukan kunjungan ke RSUD Syekh Yusuf Kabupaten Gowa, walaupun ada rumah sakit yang lain.				
6	Bagi saya, RSUD Syekh Yusuf Kabupaten Gowa ini merupakan RS pilihan utama yang ada di kab Gowa saat ini				
Advocate					
7	Selama RSUD Syekh Yusuf Kabupaten Gowa ada, saya akan tetap menggunakan jasa rumah sakit ini				
8	Jika ada kerabat saya yang membutuhkan layanan kesehatan saya bersedia merekomendasikan berobat di RSUD Syekh Yusuf Kabupaten Gowa				



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Editor : Marini Amalia Mansur, S.Gz., M.PH

Menyatakan bahwa naskah abstrak yang disusun oleh mahasiswa tersebut telah memenuhi syarat untuk digunakan dalam proses kelengkapan izin ujian.

Makassar, 04 Agustus 2022

Mengetahui :

An. Dekan

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Journal of Asian Multicultural Research for Economy and Management Study



7/23/2022

Acceptance Letter

Dear Suryadi^(CA), Syahrir A. Pasinringi, Abdul Rahman Kadir
Receipt Number: JAMREMS0302307-2022

Your Article entitled *“The Effect of Customer Relationship Marketing and Customer Value on Customer Loyalty at Syekh Yusuf Hospital, Gowa Regency”*

has been **ACCEPTED** to publish in *Journal of Asian Multicultural Research for Economy and Management Study*, ISSN 2708-9711 Vol. 03, No. 02.

We thank you for working with us. We hope that this cooperation would last and be a real contribution to Economy and Management Study and practice. Do not hesitate to contact us.

We are looking forward to your future contribution to the journal.

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The Effect of Customer Relationship Marketing and Customer Value on Customer Loyalty at Syekh Yusuf Hospital, Gowa Regency

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Abstract

A customer's commitment to repeatedly re-subscribe to or re-purchase a certain product or service in the future is an example of loyalty on the part of that consumer. At the Sheikh Yusuf Hospital in Gowa Regency, the purpose of this research is to investigate the impact that customer relationship marketing and customer value have on the level of customer loyalty. This kind of investigation is a quantitative study that takes the form of an observational study and is structured in the form of a cross sectional study. The sampling method used was a total sample, and the number of participants in the study that participated in the sample was 154. According to the findings of the research, there is a connection between Customer Relationship Marketing and Customer Loyalty. There is also a connection between Customer Value and Customer Loyalty. The variable that has the greatest impact on customer loyalty is customer relationship marketing (also known as CRM). It has been suggested to the administration of the hospital that they make more use of techniques derived from promotional tools (promotions mix). In particular, the hospital's public relations strategy, which is implemented by means of the Customer Relationship Management (CRM) software, with the intention of preserving the loyalty of the patients and their families.

Keywords: Customer Relationship Marketing, Customer Value, Customer Loyalty, Patients, Hospitals

Introduction

It is crucial to a service provider's degree of success that they be able to produce services that meet the expectations of their customers. Hospitals are considered health service institutions because they offer full individual health services, including inpatient, outpatient, and emergency care (Law of the Republic of Indonesia Number 44 of 2009). Many parts of society, from the general populace to the rich economic elite, use hospitalization as a kind of treatment. In unison with the expansion of the business sector and the globalization of the whole planet. Not only does the corporate sector face strong levels of rivalry, but so does the healthcare field. Government-owned and privately-owned businesses in the healthcare sector continue to make a range of attempts to capture the hearts of customers. The objective of these initiatives is to turn consumers into customers with strong brand loyalty. This is because the cultivation of loyal clients is the cornerstone of every successful business (Kotler, 2012). As providers of medical services, hospitals must have competently managed operations that conform to good corporate governance. Whether they are privately owned by individuals or foundations or government-operated, the rate at which new hospitals are being constructed is increasing. This

is true independent of the sorts of already existing facilities. However, the management plan used by these institutions will determine whether or not they can prosper in the face of intense competition.

According to Peter and Olson (2000), devoted customers subscribe to the company's products or make repeated purchases over a period of time. Because acquiring new customers is more costly than retaining current ones, companies put a high value on keeping ties with their existing clients. The phrase "loyal customer" refers to a consumer who has made a solid commitment to continue buying or subscribing to a certain brand's products or services in the foreseeable future, notwithstanding the possibility that certain situations and marketing efforts might trigger behavioral adjustments (Kotler, 2008).

Peterson and Olson (2000) discovered that the quality of a company's products, the existence of new needs that are not available or cannot be provided by the old provider, and the availability of new attractions offered by the new provider are some of the reasons for customers to switch to a new provider despite the customer's satisfaction with their current provider. by the prior supplier of service. According to Oliver (1999), research demonstrates that customer satisfaction alone is insufficient to develop customer loyalty, and that it only effects the first phase of creating customer loyalty. Consequently, firms must prioritize customer relationship marketing in addition to meeting their consumers' demands (CRM). Marketing based on customer connections, often known as customer relationship management (CRM), is believed to be capable of generating complete consumer loyalty. The roots of client relationship management (CRM) may be traced back to the relationship marketing paradigm, which says that building, developing, and keeping relationships via intensive interaction are the basis for generating consumer loyalty. CRM is founded on this concept (Srisetyo, 2010).

The objective of the cross-functional process of customer relationship marketing is to maintain engagement with current customers and grow existing networks. Focused on providing personalised service to the most valuable customers. Retaining consumers, enhancing the effectiveness of marketing strategies, and obtaining an understanding of customer pleasure are all elements that affect client loyalty. When a consumer obtains value from a service provider, it is plausible to conclude that the client is pleased. It might be anything emotive, such as a product, service, or system, or it could be something completely else. Corporate marketing may be a component of simulation, an element of stimulation, or a value that replicates or stimulates a customer satisfaction value when it comes to influencing consumers' buying choices. If the purchases were able to satisfy their needs and desires or provide them pleasure, they will make other purchases in the future (Paliliati, 2007).

Robinette (2001) describes the link between customer value and customer loyalty, stating that the success and development of customers will rely on the production of customer value and loyalty. Consumer value is the monetary worth that a customer attributes to a product or service. Griffin (2003) found that in order to get loyal consumers, businesses must deliver customer value by continually upgrading, enhancing, or even modifying their goods and services to improve customer profitability. This perspective is congruent with and in accord with the results of that research.

This indicates a relationship between the customer value variable and customer loyalty. In 1982, the Sheikh Yusuf Regional General Hospital in the Gowa Regency was founded as the Sungguminasa Regional General Hospital. According to the data from the visit report and the graph shown above, the number of patients has been steadily declining, with the proportion falling from 21.65 percent in 2018 to 1.24 percent in 2019, 52.97 percent in 2020, and 15.23 percent in 2021. And if the numbers for 2020 and 2021 are deleted because to the Covid-19 pandemic, the average number of visits in 2019 has decreased by 22.62 percent compared to

the average number of visits in 2017. This shows a reduction compared to the average number of visits in 2016.

Still based on the data presented above, it was discovered that general patients who made repeated visits also exhibited a significant downward trend, specifically 46.28 percent in 2018 and 7.66 percent in 2019, which amounts to 50.39 percent in 2019 when compared to patients who made repeated visits in 2017. As a result of these problems and the significance of focusing on patient satisfaction and loyalty at the hospital, the researchers were interested in conducting research on "the influence of Customer Relationship Marketing and Customer Value on Customer Loyalty at Syekh Yusuf Hospital, Gowa Regency."

Methods

Sheikh Yusuf Hospital in the Gowa Regency was the location where this study was carried out. Quantitative research based on observational studies and a method known as cross-sectional study is the kind of research that has been carried out so far.

The total number of persons who were included in this study's population was 154, and all of them were general patients who received services at the Outpatient Installation of Syekh Yusuf Hospital in the Gowa Regency. The sample was comprised of a total of 154 participants in its entirety.

A questionnaire is the instrument that is utilized in the data collecting process. The independent variables that are being investigated are customer relationship marketing and customer value. The customer loyalty variable is being investigated as the dependent variable.

The purpose of the univariate analysis that was carried out was to get a general understanding of the research topic by elaborating on the nature of the respondents and describing each variable that was used in the study. The descriptive analysis of the respondents' characteristics, the descriptive analysis of the research variables, and the crosstabulation analysis of the relationships between the respondents' characteristics and the research variables were all components of the univariate analysis. The independent variable and the dependent variable were both subjected to a bivariate analysis so that researchers could determine the nature of the link that exists between the two. The Chi Square test was the one that was utilized to analyze the data. A multiple linear regression test was used to conduct a multivariate study on the factors that impact customer loyalty at Syekh Yusuf Hospital in Gowa Regency.

Results and Discussion

Table 1. Characteristics of Respondents

Characteristics of Respondents	N	%
Sex		
Male	77	37,93
Female	126	62,07
Total	203	100
Age		
17 – 25 Year	47	23,15
26 – 35 Year	53	26,11
36 – 45 Year	33	16,26
46 – 55 Year	40	19,70
> 55 Year	30	14,78
Total	203	100
Last Education		

< Primary School	8	3,94
Junior High School	32	15,76
Senior High School	58	28,57
D1/ D3/ D4	49	24,14
S1	46	22,66
S2/S3	10	4,93
Total	203	100
Job		
Student/ Student	15	7,39
Farmer	28	13,79
Civil Servant	31	15,27
Private Employees	60	29,56
Self-Employed	63	31,03
Doesn't Work	6	2,96
Total	203	100
Distance From House To Sheikh Yusuf Hospital		
< 5 KM	61	30,05
> 5 KM	142	69,95
Total	203	100
Types Of Visits At Sheikh Yusuf Hospital		
New Visit	123	60,59
Repeat Visit	80	39,41
Total	203	100

Source: Primary Data

Table 1 presents the frequency distribution depending on the characteristics of the sample at the study site. The majority of the respondents were gendered, with 77 male respondents accounting for 37.93 percent of the total and 126 female respondents accounting for the remaining 62.77 percent (62.07 percent). On the basis of age, the group with the biggest percentage was those between the ages of 26 and 35, which accounted for 53 respondents (26.11 percent), while the group with the lowest proportion was those over the age of 55, which accounted for 30 respondents (14.78 percent). According to the most recent education, the percentage of people who are at the SMA/SMK education level is the largest, coming in at 58 respondents (28.57 percent), while the proportion of people who are at the S2/S3 education level is the lowest, coming in at 10 respondents (4.93 percent). According to occupation, the kind of work that has the largest percentage of people who are self-employed is as many as 63 respondents (31.03 percent), while the type of work that has the lowest proportion of people who do not work is as many as 6 respondents (2.96 percent). The greatest number of respondents, 142, live more than five kilometers away from the Sheikh Yusuf Hospital, making this the category with the largest percentage (69.95 percent). Sheikh Yusuf Hospital saw the largest percentage of new visitors, which accounted for 123 of the total responses, more than any other kind of visit (60.59 percent). It is possible to draw the conclusion, based on the characteristics of the respondents, that the majority of outpatients at the Syekh Yusuf Gowa Hospital are female, the age group is between 26 and 35 years old, and they have either a high school education or an education that is equal to that.

Table 2. Research Variables

	Relationship Marketing	(n)	(%)
1	Well	195	96,06

2	Not good	8	3,94
	Total	203	100
	Customer Value	(n)	(%)
1	Well	194	95,57
2	Not good	9	4,43
	Total	203	100
	<i>Customer Loyalty</i>	(n)	(%)
1	Loyal	191	94,09
2	Less loyal	12	5,91
	Total	203	100

Source: Primary Data

The evaluations of the study variables given by the respondents are broken down into percentages in Table 2. At the Outpatient Installation of Syekh Yusuf Gowa Hospital, there were a total of 195 respondents, and it is well known that 195 of these respondents gave a positive rating to relationship marketing (96.06 percent). 194 respondents, or 95.57 percent, evaluated the Customer Value variable in the Outpatient Installation of Syekh Yusuf Gowa Hospital, while 191 respondents rated the Customer Value variable in the Inpatient Installation (94.09 percent).

Table 3. Effect of Independent Variables on Dependent Variables

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	132.557 ^a	1	.000		
Continuity Correction ^b	115.531	1	.000		
Likelihood Ratio	52.144	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	131.904	1	.000		
N of Valid Cases	203				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .47.
b. Computed only for a 2x2 table

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	149.896 ^a	1	.000		
Continuity Correction ^b	132.717	1	.000		
Likelihood Ratio	60.187	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	149.157	1	.000		
N of Valid Cases	203				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .53.
b. Computed only for a 2x2 table

The link between the independent variable and the dependent variable is shown in Table 3. According to the findings of the study, it is clear that Customer Relationship Management (CRM) has an effect on Customer Loyalty at Syekh Yusuf Gowa Hospital, as shown by a value of = 0.000 0.05 for this relationship. It has been determined that Customer Value has an effect

on Customer Loyalty at Syekh Yusuf Gowa Hospital, and the value of this influence is = 0.000 0.05.

Table 4. The most influential variables on customer loyalty

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.688	1.353		-.509	.611
	CUSTOMER VALUE	.130	.030	.223	4.318	.000
	RELATIONSHIP MARKETING	.282	.021	.690	13.380	.000

a. Dependent Variable: CUSTOMER LOYALTY

The criteria listed in Table 4 have the greatest impact on consumer loyalty. The p-value for Customer Relationship Marketing is 0.000 and the p-value for Customer Value is 0.000, as seen in the table of coefficients above. Since the p-value for both is less than 0.05, both are deemed to have a substantial impact on Customer Loyalty. The data also reveals that the B value for Customer Relationship Marketing is 0.282, indicating that a one-point increase in Customer Relationship Marketing may enhance Customer Loyalty by 28.2%. While the B value for Customer Value is 0.130, increasing Customer Value by 1 point may enhance Customer Loyalty by 13%. Since the B value of Customer Relationship Marketing is bigger than the B value of Customer Value, it can be argued that Customer Relationship Marketing has a greater impact on Customer Loyalty than Customer Value, based on the data.

The first research hypothesis (H1) asserts that Customer Relationship Marketing influences Customer Loyalty at Syekh Yusuf Hospital, Gowa Regency. Based on the statistical analysis performed, it is known that a significance value of 0.000 indicates a statistically significant impact; thus, research hypothesis 1 (H1) is accepted.

It is believed that customer relationship marketing (CRM) is capable of fostering consumer loyalty fully. Client connection marketing (CRM) is founded in the relationship marketing paradigm, which claims that establishing, nurturing, and sustaining relationships via intense engagement is the foundation for generating customer loyalty (Srisetyo, 2010). Keller (2003) describes six dimensions of relationships developed by other researchers, including Barnes (2003), Sin et al. (2002), and several theories from marketing practitioners Yau et al. (1995). These six dimensions are Trust, Bonding, Communication, Mutual Respect (shared value), Empathy, and Relationships. reciprocity. In continually changing business circumstances, any organization, such as a hospital, must make a complete effort. It is more expensive to acquire a new client than to retain a connection with an existing one.

Customer relationship marketing is a business model with the primary purpose of discovering, predicting, and comprehending the demands of consumers and future customers via the collection of data about customers, sales, marketing performance, and market trends. Customer relationship marketing is essentially an activity or application of marketing management that focuses on fostering great experiences and, eventually, long-lasting connections between hospitals and their consumers. The core of customer relationship marketing is to develop mutually beneficial closeness, affinity, and commitment between service providers and consumers via effective and efficient communication. The customer relationship marketing strategy (Winer, 2013) states that the company can retain its customers for the long term if it can combine the ability to respond and provide customer requests well with the ability to conduct more intensive relationships with customers by improving the quality of customer service in accordance with customer demands.

The customer relationship marketing process comprises generating information for customers via transaction processing, evaluating communication, and acting on the basis of this information to develop long-term customer connections. Alqahtani (2011) also emphasized that customer connection marketing is a relationship with strong customers that may increase corporate performance; thus, it is not unexpected that customer relationships have become an essential marketing subject. If effectively executed, customer relationship marketing may assist enhance customer happiness, build customer loyalty, boost corporate growth and income, and boost marketing efficiency. Customer retention is crucial to the success of a firm. Customer relationship marketing is a cross-functional process with the objective of continuous collaboration with customers, network development, serving the most valuable customers in a personalized manner, ensuring customer retention and the efficacy of marketing ideas, and gaining an understanding of customer satisfaction, which will influence customer loyalty. The second research hypothesis (H2) asserts that Customer Value influences Customer Loyalty at Syekh Yusuf Hospital, Gowa Regency. Based on the statistical analysis performed, it is known that a significance value of 0.000 indicates a statistically significant impact; thus, research hypothesis 2 (H2) is accepted.

Customer value is the difference between the entire value for the customer and the total cost from the customer, where the total value for the consumer is a collection of advantages that the customer anticipates from acquiring certain products or services (Dulkhatif et al, 2016). Customers constantly demand greater service in order to be pleased, and they never feel content before receiving the anticipated value of the desired service (Hayati, 2016). Customer value demonstrates the company's dedication to treating customers as assets that have a direct influence on market growth and financial viability (Buraera et al., 2014).

Loyal consumers are a company's greatest asset. This is because these consumers may spread positive word of mouth about the firm or its goods, therefore attracting new clients for the business. This therefore impacts the company's sales, revenues, and profits (Sivesan, 2012). The notion of customer value (customer value) gives an overview of a company's customers who contemplate what they want and feel a product or service they purchase will benefit them. It has been shown that the idea of customer value (customer value) time as a sacrifice is a key factor in determining customer value and repurchase intentions (Kumar, 2002).

Thus, customer value may be defined as the ratio of the customer's achieved advantages to the cost incurred. Costs and risks associated with acquiring the company's products (goods and services) represent the sacrifices made by consumers throughout the exchange process. When the perceived value of the ratio perceived by customers for a number of economic compromises with the company's goods does not meet customer expectations, it will result in customer discontent. If it meets or surpasses client expectations, however, the consumer will be pleased.

The development and preservation of customer value over time (lifetime) is a critical success element for organizations seeking to sustain a competitive edge over their industry rivals (Buraera et al., 2014). The price also determines the worth of the items, not only what is stated on the product, but also the sacrifices made to acquire comfort, security, and ease during the purchase (Risdiyanto et al., 2016). Perceived value is the customer's total evaluation of the product's usefulness based on the impression that it should be obtained in exchange for what is offered (Risdiyanto et al., 2016).

Customer Relationship Marketing is the variable with the greatest effect on Customer Loyalty at Syekh Yusuf Hospital, Gowa Regency, according to research hypothesis 3 (H3). Based on the statistical analysis performed, it is known that a significance value of 0.000 indicates a statistically significant impact; thus, research hypothesis 3 (H3) is accepted.

Instead of courting new consumers, Zeithml and Bitner (2013) describe strategic relationship marketing approach as a focus on keeping and expanding current client bases. Chan (2008) describes relationship marketing as gaining a deeper understanding of each client via two-way communication and the management of a mutually beneficial connection between the customer and the business.

CRM is a strategy and endeavor aimed at establishing connections with clients and providing them with excellent service. By developing connections with each valued client via the utilization of customer data, CRM enables a firm to deliver services in real time. Companies may modify their goods, services, programs, communications, and media based on consumer knowledge (Kotler 2003).

Companies are no longer limited to only producing or delivering things; they must also determine what customers' true needs and desires are. Customers must be satisfied if businesses are to continue expanding. Winer (2013) defines Customer Relationship Marketing as a strategy for establishing long-term, positive connections with customers by combining the capacity to react immediately with a high level of customer involvement.

Conclusion

The findings of the research indicate that Customer Relationship Marketing has an effect on Customer Loyalty, Customer Value has an effect on Customer Loyalty, and Customer Relationship Marketing has the greatest effect on Customer Loyalty. It is suggested that the hospital administration enhance the use of promotional tactics (promotions mix), particularly the hospital's public relations strategy implemented via the Client Relationship Management (CRM) program, which strives to preserve customer loyalty.

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LAMPIRAN 6 OUTPUT SPSS

Analisis Crosstabulation Karakteristik Responden dengan Variabel Penelitian

a. Analisis Crosstabulation Karakteristik Responden dengan Variabel Relationship Marketing

Crosstabulation Jenis Kelamin Responden dengan Variabel Relationship Marketing

			RELATIONSHIP MARKETING		Total
			BAIK	KURANG BAIK	
JENIS KELAMIN	LAKI-LAKI	Count	75	2	77
		% within JENIS KELAMIN	97.4%	2.6%	100.0%
		% within RELATIONSHIP MARKETING	38.5%	25.0%	37.9%
		% of Total	36.9%	1.0%	37.9%
	PEREMPUAN	Count	120	6	126
		% within JENIS KELAMIN	95.2%	4.8%	100.0%
		% within RELATIONSHIP MARKETING	61.5%	75.0%	62.1%
		% of Total	59.1%	3.0%	62.1%
		Total	Count	195	8
	% within JENIS KELAMIN	96.1%	3.9%	100.0%	
	% within RELATIONSHIP MARKETING	100.0%	100.0%	100.0%	
	% of Total	96.1%	3.9%	100.0%	

Crosstabulation Kunjungan dengan Customer Relationship Marketing

			RELATIONSHIP MARKETING		Total
			BAIK	KURANG BAIK	
KUNJUNGAN	BARU	Count	115	8	123
		% within KUNJUNGAN	93.5%	6.5%	100.0%
		% within RELATIONSHIP MARKETING	59.0%	100.0%	60.6%
		% of Total	56.7%	3.9%	60.6%
	LAMA	Count	80	0	80
		% within KUNJUNGAN	100.0%	0.0%	100.0%
		% within RELATIONSHIP MARKETING	41.0%	0.0%	39.4%
		% of Total	39.4%	0.0%	39.4%
		Total	Count	195	8
	% within KUNJUNGAN	96.1%	3.9%	100.0%	
	% within RELATIONSHIP MARKETING	100.0%	100.0%	100.0%	
	% of Total	96.1%	3.9%	100.0%	

Crosstabulation Umur dengan Customer Relationship Marketing

UMUR * RELATIONSHIP MARKETING Crosstabulation

			RELATIONSHIP MARKETING		
			BAIK	KURANG BAIK	Total
UMUR	17-25 TH	Count	47	0	47
		% within UMUR	100.0%	0.0%	100.0%
		% within RELATIONSHIP MARKETING	24.1%	0.0%	23.2%
		% of Total	23.2%	0.0%	23.2%
	26 - 35 TH	Count	51	2	53
		% within UMUR	96.2%	3.8%	100.0%
		% within RELATIONSHIP MARKETING	26.2%	25.0%	26.1%
		% of Total	25.1%	1.0%	26.1%
	36 - 45 TH	Count	32	1	33
		% within UMUR	97.0%	3.0%	100.0%
		% within RELATIONSHIP MARKETING	16.4%	12.5%	16.3%
		% of Total	15.8%	0.5%	16.3%
	46 - 55 TH	Count	36	4	40
		% within UMUR	90.0%	10.0%	100.0%
		% within RELATIONSHIP MARKETING	18.5%	50.0%	19.7%
		% of Total	17.7%	2.0%	19.7%
	> 55 TH	Count	29	1	30
		% within UMUR	96.7%	3.3%	100.0%
		% within RELATIONSHIP MARKETING	14.9%	12.5%	14.8%
		% of Total	14.3%	0.5%	14.8%
Total	Count	195	8	203	
	% within UMUR	96.1%	3.9%	100.0%	
	% within RELATIONSHIP MARKETING	100.0%	100.0%	100.0%	
	% of Total	96.1%	3.9%	100.0%	

Crosstabulation Pendidikan dengan Customer Relationship Marketing

		PENDIDIKAN * RELATIONSHIP MARKETING Crosstabulation			
		RELATIONSHIP MARKETING		Total	
		BAIK	KURANG BAIK		
PENDIDIKAN	< SD	Count	8	0	8
		% within PENDIDIKAN	100.0%	0.0%	100.0%
		% within RELATIONSHIP MARKETING	4.1%	0.0%	3.9%
		% of Total	3.9%	0.0%	3.9%
	SMP	Count	31	1	32
		% within PENDIDIKAN	96.9%	3.1%	100.0%
		% within RELATIONSHIP MARKETING	15.9%	12.5%	15.8%
		% of Total	15.3%	0.5%	15.8%
	SMA/SMK	Count	55	3	58
		% within PENDIDIKAN	94.8%	5.2%	100.0%
		% within RELATIONSHIP MARKETING	28.2%	37.5%	28.6%
		% of Total	27.1%	1.5%	28.6%
	D1/D3/D4	Count	47	2	49
		% within PENDIDIKAN	95.9%	4.1%	100.0%
		% within RELATIONSHIP MARKETING	24.1%	25.0%	24.1%
		% of Total	23.2%	1.0%	24.1%
	S1	Count	45	1	46
		% within PENDIDIKAN	97.8%	2.2%	100.0%
		% within RELATIONSHIP MARKETING	23.1%	12.5%	22.7%
		% of Total	22.2%	0.5%	22.7%
S2/S3	Count	9	1	10	
	% within PENDIDIKAN	90.0%	10.0%	100.0%	
	% within RELATIONSHIP MARKETING	4.6%	12.5%	4.9%	
	% of Total	4.4%	0.5%	4.9%	
Total	Count	195	8	203	
	% within PENDIDIKAN	96.1%	3.9%	100.0%	
	% within RELATIONSHIP MARKETING	100.0%	100.0%	100.0%	
	% of Total	96.1%	3.9%	100.0%	

Crosstabulation Pekerjaan dengan Customer Relationship Marketing

			RELATIONSHIP MARKETING		Total
			BAIK	KURANG BAIK	
PEKERJAAN	PELAJAR/MAHASISWA	Count	15	0	15
		% within PEKERJAAN	100.0%	0.0%	100.0%
		% within RELATIONSHIP MARKETING	7.7%	0.0%	7.4%
		% of Total	7.4%	0.0%	7.4%
	PETANI	Count	28	0	28
		% within PEKERJAAN	100.0%	0.0%	100.0%
		% within RELATIONSHIP MARKETING	14.4%	0.0%	13.8%
		% of Total	13.8%	0.0%	13.8%
	PNS	Count	30	1	31
		% within PEKERJAAN	96.8%	3.2%	100.0%
		% within RELATIONSHIP MARKETING	15.4%	12.5%	15.3%
		% of Total	14.8%	0.5%	15.3%
	PEG SWASTA	Count	57	3	60
		% within PEKERJAAN	95.0%	5.0%	100.0%
		% within RELATIONSHIP MARKETING	29.2%	37.5%	29.6%
		% of Total	28.1%	1.5%	29.6%
	WIRASWASTA	Count	59	4	63
		% within PEKERJAAN	93.7%	6.3%	100.0%
		% within RELATIONSHIP MARKETING	30.3%	50.0%	31.0%
		% of Total	29.1%	2.0%	31.0%
TIDAK BEKERJA	Count	6	0	6	
	% within PEKERJAAN	100.0%	0.0%	100.0%	
	% within RELATIONSHIP MARKETING	3.1%	0.0%	3.0%	
	% of Total	3.0%	0.0%	3.0%	
Total	Count	195	8	203	
	% within PEKERJAAN	96.1%	3.9%	100.0%	
	% within RELATIONSHIP MARKETING	100.0%	100.0%	100.0%	
	% of Total	96.1%	3.9%	100.0%	

Crosstabulation Jarak Rumah - RS dengan Customer Relationship Marketing

JARAK RUMAH – RS * RELATIONSHIP MARKETING Crosstabulation

		RELATIONSHIP MARKETING		Total	
		BAIK	KURANG BAIK		
JARAK RUMAH – RS	< 5 KM	Count	60	1	61
		% within JARAK RUMAH – RS	98.4%	1.6%	100.0%
		% within RELATIONSHIP MARKETING	30.8%	12.5%	30.0%
		% of Total	29.6%	0.5%	30.0%
	> 5 KM	Count	135	7	142
		% within JARAK RUMAH – RS	95.1%	4.9%	100.0%
		% within RELATIONSHIP MARKETING	69.2%	87.5%	70.0%
		% of Total	66.5%	3.4%	70.0%
		Total	Count	195	8
	% within JARAK RUMAH – RS	96.1%	3.9%	100.0%	
	% within RELATIONSHIP MARKETING	100.0%	100.0%	100.0%	
	% of Total	96.1%	3.9%	100.0%	

b. Analisis Crosstabulation Karakteristik Responden dengan Variabel Customer Value

Crosstabulation Jenis Kelamin dengan Customer Value

			CUSTOMER VALUE		Total	
			BAIK	KURANG BAIK		
JENIS KELAMIN	LAKI-LAKI	Count	75	2	77	
		% within JENIS KELAMIN	97.4%	2.6%	100.0%	
		% within CUSTOMER VALUE	38.7%	22.2%	37.9%	
		% of Total	36.9%	1.0%	37.9%	
	PEREMPUAN	Count	119	7	126	
		% within JENIS KELAMIN	94.4%	5.6%	100.0%	
		% within CUSTOMER VALUE	61.3%	77.8%	62.1%	
		% of Total	58.6%	3.4%	62.1%	
		Total	Count	194	9	203
		% within JENIS KELAMIN	95.6%	4.4%	100.0%	
	% within CUSTOMER VALUE	100.0%	100.0%	100.0%		
	% of Total	95.6%	4.4%	100.0%		

Crosstabulation Kunjungan dengan Customer Value

			CUSTOMER VALUE		
			BAIK	KURANG BAIK	Total
KUNJUNGAN	BARU	Count	114	9	123
		% within KUNJUNGAN	92.7%	7.3%	100.0%
		% within CUSTOMER VALUE	58.8%	100.0%	60.6%
		% of Total	56.2%	4.4%	60.6%
	LAMA	Count	80	0	80
		% within KUNJUNGAN	100.0%	0.0%	100.0%
		% within CUSTOMER VALUE	41.2%	0.0%	39.4%
		% of Total	39.4%	0.0%	39.4%
	Total	Count	194	9	203
		% within KUNJUNGAN	95.6%	4.4%	100.0%
		% within CUSTOMER VALUE	100.0%	100.0%	100.0%
		% of Total	95.6%	4.4%	100.0%

Crosstabulation Umur dengan Customer Value

			CUSTOMER VALUE		
			BAIK	KURANG BAIK	Total
UMUR	17-25 TH	Count	47	0	47
		% within UMUR	100.0%	0.0%	100.0%
		% within CUSTOMER VALUE	24.2%	0.0%	23.2%
		% of Total	23.2%	0.0%	23.2%
	26 - 35 TH	Count	50	3	53
		% within UMUR	94.3%	5.7%	100.0%
		% within CUSTOMER VALUE	25.8%	33.3%	26.1%
		% of Total	24.6%	1.5%	26.1%
	36 - 45 TH	Count	32	1	33
		% within UMUR	97.0%	3.0%	100.0%
		% within CUSTOMER VALUE	16.5%	11.1%	16.3%
		% of Total	15.8%	0.5%	16.3%
	46 - 55 TH	Count	36	4	40
		% within UMUR	90.0%	10.0%	100.0%
		% within CUSTOMER VALUE	18.6%	44.4%	19.7%
		% of Total	17.7%	2.0%	19.7%
	> 55 TH	Count	29	1	30
		% within UMUR	96.7%	3.3%	100.0%
		% within CUSTOMER VALUE	14.9%	11.1%	14.8%
		% of Total	14.3%	0.5%	14.8%
Total	Count	194	9	203	
	% within UMUR	95.6%	4.4%	100.0%	
	% within CUSTOMER VALUE	100.0%	100.0%	100.0%	
	% of Total	95.6%	4.4%	100.0%	

Crosstabulation Pendidikan dengan Customer Value

		PENDIDIKAN * CUSTOMER VALUE Crosstabulation			
		CUSTOMER VALUE		Total	
		BAIK	KURANG BAIK		
PENDIDIKAN	< SD	Count	8	0	8
		% within PENDIDIKAN	100.0%	0.0%	100.0%
		% within CUSTOMER VALUE	4.1%	0.0%	3.9%
		% of Total	3.9%	0.0%	3.9%
	SMP	Count	31	1	32
		% within PENDIDIKAN	96.9%	3.1%	100.0%
		% within CUSTOMER VALUE	16.0%	11.1%	15.8%
		% of Total	15.3%	0.5%	15.8%
	SMA/SMK	Count	55	3	58
		% within PENDIDIKAN	94.8%	5.2%	100.0%
		% within CUSTOMER VALUE	28.4%	33.3%	28.6%
		% of Total	27.1%	1.5%	28.6%
	D1/D3/D4	Count	46	3	49
		% within PENDIDIKAN	93.9%	6.1%	100.0%
		% within CUSTOMER VALUE	23.7%	33.3%	24.1%
		% of Total	22.7%	1.5%	24.1%
	S1	Count	45	1	46
		% within PENDIDIKAN	97.8%	2.2%	100.0%
		% within CUSTOMER VALUE	23.2%	11.1%	22.7%
		% of Total	22.2%	0.5%	22.7%
S2/S3	Count	9	1	10	
	% within PENDIDIKAN	90.0%	10.0%	100.0%	
	% within CUSTOMER VALUE	4.6%	11.1%	4.9%	
	% of Total	4.4%	0.5%	4.9%	
Total	Count	194	9	203	
	% within PENDIDIKAN	95.6%	4.4%	100.0%	
	% within CUSTOMER VALUE	100.0%	100.0%	100.0%	
	% of Total	95.6%	4.4%	100.0%	

Crosstabulation Pekerjaan dengan Customer Value

			CUSTOMER VALUE		Total
			BAIK	KURANG BAIK	
PEKERJAAN	PELAJAR/MAHASISWA	Count	15	0	15
		% within PEKERJAAN	100.0%	0.0%	100.0%
		% within CUSTOMER VALUE	7.7%	0.0%	7.4%
		% of Total	7.4%	0.0%	7.4%
	PETANI	Count	28	0	28
		% within PEKERJAAN	100.0%	0.0%	100.0%
		% within CUSTOMER VALUE	14.4%	0.0%	13.8%
		% of Total	13.8%	0.0%	13.8%
	PNS	Count	29	2	31
		% within PEKERJAAN	93.5%	6.5%	100.0%
		% within CUSTOMER VALUE	14.9%	22.2%	15.3%
		% of Total	14.3%	1.0%	15.3%
	PEG SWASTA	Count	57	3	60
		% within PEKERJAAN	95.0%	5.0%	100.0%
		% within CUSTOMER VALUE	29.4%	33.3%	29.6%
		% of Total	28.1%	1.5%	29.6%
	WIRASWASTA	Count	59	4	63
		% within PEKERJAAN	93.7%	6.3%	100.0%
		% within CUSTOMER VALUE	30.4%	44.4%	31.0%
		% of Total	29.1%	2.0%	31.0%
TIDAK BEKERJA	Count	6	0	6	
	% within PEKERJAAN	100.0%	0.0%	100.0%	
	% within CUSTOMER VALUE	3.1%	0.0%	3.0%	
	% of Total	3.0%	0.0%	3.0%	
Total	Count	194	9	203	
	% within PEKERJAAN	95.6%	4.4%	100.0%	
	% within CUSTOMER VALUE	100.0%	100.0%	100.0%	
	% of Total	95.6%	4.4%	100.0%	

Crosstabulation Jarak Rumah - RS dengan Customer Value

			CUSTOMER VALUE		Total
			BAIK	KURANG BAIK	
JARAK RUMAH - RS	< 5 KM	Count	60	1	61
		% within JARAK RUMAH - RS	98.4%	1.6%	100.0%
		% within CUSTOMER VALUE	30.9%	11.1%	30.0%
		% of Total	29.6%	0.5%	30.0%
	> 5 KM	Count	134	8	142
		% within JARAK RUMAH - RS	94.4%	5.6%	100.0%
		% within CUSTOMER VALUE	69.1%	88.9%	70.0%
		% of Total	66.0%	3.9%	70.0%
	Total	Count	194	9	203
		% within JARAK RUMAH - RS	95.6%	4.4%	100.0%
		% within CUSTOMER VALUE	100.0%	100.0%	100.0%
		% of Total	95.6%	4.4%	100.0%

c. Analisis Crosstabulation Karakteristik Responden dengan Variabel Customer Loyalty

Crosstabulation Jenis Kelamin dengan Customer Loyalty

			CUSTOMER LOYALTY		Total
			BAIK	KURANG BAIK	
JENIS KELAMIN	LAKI-LAKI	Count	72	5	77
		% within JENIS KELAMIN	93.5%	6.5%	100.0%
		% within CUSTOMER LOYALTY	37.7%	41.7%	37.9%
		% of Total	35.5%	2.5%	37.9%
	PEREMPUAN	Count	119	7	126
		% within JENIS KELAMIN	94.4%	5.6%	100.0%
		% within CUSTOMER LOYALTY	62.3%	58.3%	62.1%
		% of Total	58.6%	3.4%	62.1%
	Total	Count	191	12	203
		% within JENIS KELAMIN	94.1%	5.9%	100.0%
% within CUSTOMER LOYALTY		100.0%	100.0%	100.0%	
% of Total		94.1%	5.9%	100.0%	

Crosstabulation Kunjungan dengan Customer Loyalty

			CUSTOMER LOYALTY		Total
			BAIK	KURANG BAIK	
KUNJUNGAN	BARU	Count	111	12	123
		% within KUNJUNGAN	90.2%	9.8%	100.0%
		% within CUSTOMER LOYALTY	58.1%	100.0%	60.6%
		% of Total	54.7%	5.9%	60.6%
	LAMA	Count	80	0	80
		% within KUNJUNGAN	100.0%	0.0%	100.0%
		% within CUSTOMER LOYALTY	41.9%	0.0%	39.4%
		% of Total	39.4%	0.0%	39.4%
	Total	Count	191	12	203
		% within KUNJUNGAN	94.1%	5.9%	100.0%
% within CUSTOMER LOYALTY		100.0%	100.0%	100.0%	
% of Total		94.1%	5.9%	100.0%	

Crosstabulation Pendidikan dengan Customer Loyalty

PENDIDIKAN * CUSTOMER LOYALTY Crosstabulation					
		CUSTOMER LOYALTY		Total	
		BAIK	KURANG BAIK		
PENDIDIKAN	< SD	Count	8	0	8
		% within PENDIDIKAN	100.0%	0.0%	100.0%
		% within CUSTOMER LOYALTY	4.2%	0.0%	3.9%
		% of Total	3.9%	0.0%	3.9%
	SMP	Count	29	3	32
		% within PENDIDIKAN	90.6%	9.4%	100.0%
		% within CUSTOMER LOYALTY	15.2%	25.0%	15.8%
		% of Total	14.3%	1.5%	15.8%
	SMA/SMK	Count	54	4	58
		% within PENDIDIKAN	93.1%	6.9%	100.0%
		% within CUSTOMER LOYALTY	28.3%	33.3%	28.6%
		% of Total	26.6%	2.0%	28.6%
	D1/D3/D4	Count	46	3	49
		% within PENDIDIKAN	93.9%	6.1%	100.0%
		% within CUSTOMER LOYALTY	24.1%	25.0%	24.1%
		% of Total	22.7%	1.5%	24.1%
	S1	Count	45	1	46
		% within PENDIDIKAN	97.8%	2.2%	100.0%
		% within CUSTOMER LOYALTY	23.6%	8.3%	22.7%
		% of Total	22.2%	0.5%	22.7%
S2/S3	Count	9	1	10	
	% within PENDIDIKAN	90.0%	10.0%	100.0%	
	% within CUSTOMER LOYALTY	4.7%	8.3%	4.9%	
	% of Total	4.4%	0.5%	4.9%	
Total	Count	191	12	203	
	% within PENDIDIKAN	94.1%	5.9%	100.0%	
	% within CUSTOMER LOYALTY	100.0%	100.0%	100.0%	
	% of Total	94.1%	5.9%	100.0%	

Crosstabulation Jarak Rumah – RS dengan Customer Loyalty

JARAK RUMAH – RS * CUSTOMER LOYALTY Crosstabulation					
		CUSTOMER LOYALTY		Total	
		BAIK	KURANG BAIK		
JARAK RUMAH – RS	< 5 KM	Count	59	2	61
		% within JARAK RUMAH – RS	96.7%	3.3%	100.0%
		% within CUSTOMER LOYALTY	30.9%	16.7%	30.0%
		% of Total	29.1%	1.0%	30.0%
	> 5 KM	Count	132	10	142
		% within JARAK RUMAH – RS	93.0%	7.0%	100.0%
		% within CUSTOMER LOYALTY	69.1%	83.3%	70.0%
		% of Total	65.0%	4.9%	70.0%
	Total	Count	191	12	203
		% within JARAK RUMAH – RS	94.1%	5.9%	100.0%
		% within CUSTOMER LOYALTY	100.0%	100.0%	100.0%
		% of Total	94.1%	5.9%	100.0%

Crosstabulation Pekerjaan dengan Customer Loyalty

		PEKERJAAN * CUSTOMER LOYALTY Crosstabulation			
		CUSTOMER LOYALTY		Total	
		BAIK	KURANG BAIK		
PEKERJAAN	PELAJAR/ MAHASISWA	Count	15	0	15
		% within PEKERJAAN	100.0%	0.0%	100.0%
		% within CUSTOMER LOYALTY	7.9%	0.0%	7.4%
		% of Total	7.4%	0.0%	7.4%
	PETANI	Count	27	1	28
		% within PEKERJAAN	96.4%	3.6%	100.0%
		% within CUSTOMER LOYALTY	14.1%	8.3%	13.8%
		% of Total	13.3%	0.5%	13.8%
	PNS	Count	29	2	31
		% within PEKERJAAN	93.5%	6.5%	100.0%
		% within CUSTOMER LOYALTY	15.2%	16.7%	15.3%
		% of Total	14.3%	1.0%	15.3%
	PEG SWASTA	Count	57	3	60
		% within PEKERJAAN	95.0%	5.0%	100.0%
		% within CUSTOMER LOYALTY	29.8%	25.0%	29.6%
		% of Total	28.1%	1.5%	29.6%
	WIRASWASTA	Count	57	6	63
		% within PEKERJAAN	90.5%	9.5%	100.0%
		% within CUSTOMER LOYALTY	29.8%	50.0%	31.0%
		% of Total	28.1%	3.0%	31.0%
TIDAK BEKERJA	Count	6	0	6	
	% within PEKERJAAN	100.0%	0.0%	100.0%	
	% within CUSTOMER LOYALTY	3.1%	0.0%	3.0%	
	% of Total	3.0%	0.0%	3.0%	
Total	Count	191	12	203	
	% within PEKERJAAN	94.1%	5.9%	100.0%	
	% within CUSTOMER LOYALTY	100.0%	100.0%	100.0%	
	% of Total	94.1%	5.9%	100.0%	

Crosstabulation Umur dengan Customer Loyalty

		UMUR * CUSTOMER LOYALTY Crosstabulation			
		CUSTOMER LOYALTY		Total	
		BAIK	KURANG BAIK		
UMUR	17-25 TH	Count	46	1	47
		% within UMUR	97.9%	2.1%	100.0%
		% within CUSTOMER LOYALTY	24.1%	8.3%	23.2%
		% of Total	22.7%	0.5%	23.2%
	26 - 35 TH	Count	50	3	53
		% within UMUR	94.3%	5.7%	100.0%
		% within CUSTOMER LOYALTY	26.2%	25.0%	26.1%
		% of Total	24.6%	1.5%	26.1%
	36 - 45 TH	Count	31	2	33
		% within UMUR	93.9%	6.1%	100.0%
		% within CUSTOMER LOYALTY	16.2%	16.7%	16.3%
		% of Total	15.3%	1.0%	16.3%
	46 - 55 TH	Count	35	5	40
		% within UMUR	87.5%	12.5%	100.0%
		% within CUSTOMER LOYALTY	18.3%	41.7%	19.7%
		% of Total	17.2%	2.5%	19.7%
> 55 TH	Count	29	1	30	
	% within UMUR	96.7%	3.3%	100.0%	
	% within CUSTOMER LOYALTY	15.2%	8.3%	14.8%	
	% of Total	14.3%	0.5%	14.8%	
Total		Count	191	12	203
		% within UMUR	94.1%	5.9%	100.0%
		% within CUSTOMER LOYALTY	100.0%	100.0%	100.0%
		% of Total	94.1%	5.9%	100.0%

Analisis Bivariat

Analisis bivariat digunakan untuk melihat hubungan antara variabel independen (bebas) dan dependen (terikat). Untuk menjawab pertanyaan penelitian yang terurai dalam rumusan masalah maka perlu dilakukan pengujian dengan langkah-langkah sebagai berikut :

Masalah 1.

Apakah ada pengaruh *Customer Relationship Marketing* terhadap *Customer Loyalty* di RSUD Syekh Yusuf Kabupaten Gowa?

Berdasarkan permasalahan tersebut dan telah didapatkan data hasil sampel penelitian :

Crosstabulation Customer Relationship Marketing dengan Customer Loyalty

		RELATIONSHIP MARKETING * CUSTOMER LOYALTY Crosstabulation			
		CUSTOMER LOYALTY		Total	
RELATIONSHIP MARKETING		LOYAL	KURANG LOYAL		
RELATIONSHIP MARKETING	BAIK	Count	191	4	195
		% within RELATIONSHIP MARKETING	97.9%	2.1%	100.0%
		% within CUSTOMER LOYALTY	100.0%	33.3%	96.1%
		% of Total	94.1%	2.0%	96.1%
	KURANG	Count	0	8	8
		% within RELATIONSHIP MARKETING	0.0%	100.0%	100.0%
		% within CUSTOMER LOYALTY	0.0%	66.7%	3.9%
		% of Total	0.0%	3.9%	3.9%
		Total	Count	191	12
	% within RELATIONSHIP MARKETING	94.1%	5.9%	100.0%	
	% within CUSTOMER LOYALTY	100.0%	100.0%	100.0%	
	% of Total	94.1%	5.9%	100.0%	

1) Uji Chi-Square 2x2

Output hasil Uji Chi Square 2x2 Pengaruh Customer Relationship Marketing terhadap Customer Royalty

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	132.557 ^a	1	.000		
Continuity Correction ^b	115.531	1	.000		
Likelihood Ratio	52.144	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	131.904	1	.000		
N of Valid Cases	203				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .47.
b. Computed only for a 2x2 table

2) Uji Korelasi Kontingensi

Output hasil Uji Korelasi Kontingensi Customer Relationship Marketing terhadap Customer Royalty

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Contingency Coefficient	.629	.000
N of Valid Cases		203	

Masalah 2.

Apakah ada pengaruh *Customer Value* terhadap *Customer Loyalty* di RSUD Syekh Yusuf Kabupaten Gowa?

Berdasarkan permasalahan tersebut dan telah didapatkan data hasil sampel penelitian :

Crosstabulation *Customer Value* dengan *Customer Loyalty*

		CUSTOMER LOYALTY		Total	
		BAIK	KURANG		
CUSTOMER VALUE	BAIK	Count	191	3	194
	% within CUSTOMER VALUE	98.5%	1.5%	100.0%	
	KURANG	Count	0	9	9
	% within CUSTOMER VALUE	0.0%	100.0%	100.0%	
Total	Count	191	12	203	
% within CUSTOMER VALUE	94.1%	5.9%	100.0%		

1) Uji *Chi – Square* 2x2

Output hasil Uji Chi Square 2x2 Pengaruh Customer Value terhadap Customer Royalty

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	149.896 ^a	1	.000		
Continuity Correction ^b	132.717	1	.000		
Likelihood Ratio	60.187	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	149.157	1	.000		
N of Valid Cases	203				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .53.
b. Computed only for a 2x2 table

2) Uji Korelasi Kontingensi

Output hasil Uji Korelasi Kontingensi Customer Value terhadap Customer Royalty

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Contingency Coefficient	.652	.000
N of Valid Cases		203	

Analisis Multivariat

Analisis multivariat digunakan untuk melihat hubungan antara lebih dari variabel independen (bebas) terhadap variabel dependen (terikat). Maka untuk menjawab pertanyaan penelitian yang terurai dalam rumusan masalah maka perlu dilakukan pengujian dengan langkah-langkah sebagai berikut :

Masalah 3.

Variabel apakah yang paling berpengaruh terhadap *Customer Loyalty* di RSUD Syekh Yusuf Kabupaten Gowa?

Semua uji dilakukan dengan menggunakan program SPSS 26, yang didapatkan hasil sebagai berikut :

1) Uji Asumsi Linieritas

Output Hasil Uji Asumsi Linieritas Customer Relationship Marketing dan Customer Value terhadap Customer Loyalty

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
CUSTOMER LOYALTY * CUSTOMER VALUE	Between Groups	(Combined)	1535.081	16	95.943	29.869	.000
		Linearity	1124.706	1	1124.706	350.140	.000
		Deviation from Linearity	410.375	15	27.358	8.517	.000
	Within Groups		597.461	186	3.212		
	Total		2132.542	202			

2) Uji Regresi Linear Berganda

Output Model Summary Hasil Uji Regresi Linear Berganda Customer Relationship Marketing dan Customer Value terhadap Customer Loyalty

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.866 ^a	.751	.748	1.631

a. Predictors: (Constant), RELATIONSHIP MARKETING, CUSTOMER VALUE

Output Anova Hasil Uji Regresi Linear Berganda Customer Relationship Marketing dan Customer Value terhadap Customer Loyalty

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1600.743	2	800.372	301.006	.000 ^b
	Residual	531.798	200	2.659		
	Total	2132.542	202			

a. Dependent Variable: CUSTOMER LOYALTY

b. Predictors: (Constant), RELATIONSHIP MARKETING, CUSTOMER VALUE

Output *Coefficients* Hasil Uji Regresi Linear Berganda Customer Relationship Marketing dan Customer Value terhadap Customer Loyalty

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.688	1.353		-.509	.611
	CUSTOMER VALUE	.130	.030	.223	4.318	.000
	RELATIONSHIP MARKETING	.282	.021	.690	13.380	.000

a. Dependent Variable: CUSTOMER LOYALTY

LAMPIRAN 7 CURRICULUM VITAE

DATA PRIBADI

Nama : dr. Suryadi, MKM
Tempat, Tanggal Lahir : Pare-pare, 6 November 1981
Jenis Kelamin : Laki-laki
Fakultas/ Jurusan : Fakultas Kesehatan Masyarakat/ Administrasi Rumah Sakit
NIM : K012181063
Bidang Keahlian : Administrasi Rumah Sakit
Alamat Rumah : Jl. Muh Yamin, Lr 7A No 4 Makassar

Riwayat Pendidikan :

1. SD Negeri No 5 Pangsidi, Pangkajene Kabupaten Sidrap, Tahun 1993.
2. SMP Negeri 2 Pangsidi, Pangkajene Kabupaten Sidrap, Tahun 1996.
3. SMU Negeri 02 Tinggimoncong, SMU Andalan Sulsel, Malino Kab. Gowa, Tahun 1999.
4. S1 Pendidikan Dokter, Fakultas Kedokteran UNHAS, Makassar, Tahun 2004.
5. Program Profesi Dokter, Fakultas Kedokteran UNHAS, Makassar, Tahun 2006.
6. S2 Ilmu Kesehatan Masyarakat/ Administrasi Rumah Sakit, Fakultas Kesehatan Masyarakat, Departemen Administrasi Rumah Sakit UNHAS, Makassar, 2022.

Riwayat Pekerjaan :

1. Dokter Konsultan Medis, On Clinic Indonesia, Makassar 2007 – Sekarang.
2. Dokter IGD, RSUD Syekh Yusuf Kab. Gowa, Sungguminasa Kab. Gowa, 2007 – 2012.
3. Kepala Seksi Pelayanan Medik RSUD Syekh Yusuf Kab. Gowa, Sungguminasa Kab. Gowa, 2012 – 2021.
4. Fungsional Analisis Kebijakan pada RSUD Syekh Yusuf Kab. Gowa, Sungguminasa Kab. Gowa, 2021 – 2022.
5. Kepala Bidang Pelayanan Medik RSUD Syekh Yusuf Kab. Gowa, Sungguminasa Kab. Gowa, 2022 – sekarang.

Riwayat Organisasi :

1. Ketua IDI Cabang Gowa Periode 2022 – 2025.
2. Ketua IDI Cabang Gowa Periode 2018 – 2021.
3. Sekretaris Umum IDI Cabang Gowa Periode 2015 – 2018.
4. Wakil Sekretaris IDI Cabang Gowa Periode 2011 – 2014.
5. Ketua Public Safety Center (PSC) 119 Kab Gowa Periode 2017 – 2022.

6. Pengurus Badan P2KB IDI Wilayah Sulawesi Selatan dan Barat Periode 2017 – 2021.
7. Ketua Bidang P2KB Persatuan Dokter Umum Indonesia (PDUI) Cabang Sulawesi Selatan.