

**ANALISIS PENGARUH KEPUASAN PELANGGAN DAN CITRA
PERUSAHAAN TERHADAP LOYALITAS PELANGGAN
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Abstract

This research examines factors that might impact on customer loyalty. These factors include corporate image and customer satisfaction. This research helps us extend our understanding of the relationship between customer loyalty, corporate image and customer satisfaction on service industry in particular hospital. This research uses the primary data from customers in Yos Sudarso Hospital, finding indicates that corporate image and customer satisfaction have direct impact and have positive relationship to customer loyalty.

Keyword: Kepuasan Pelanggan, Citra Perusahaan, Loyalitas Pelanggan