

## RINGKASAN

Saat ini dirasa penting bahwa industri layanan kesehatan perlu memberikan perhatian khusus terkait implementasi strategi pemasaran dalam pengelolaan bisnis jasa kesehatan selain memperhatikan aspek sosial dan medis itu sendiri agar tetap mampu bertahan dan bersaing dengan layanan jasa serupa serta mampu memenuhi kebutuhan pelanggan di era globalisasi ini. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh kualitas layanan, citra perusahaan dan keterikatan pelanggan terhadap kepuasan pelanggan dan untuk menguji kepuasan pelanggan memediasi pengaruh kualitas layanan, citra perusahaan dan keterikatan pelanggan terhadap *word-of-mouth* dan *repurchase intention* di Poli Obgyn Rumah Sakit Ananda Purwokerto. Sampel dalam penelitian ini terdapat 195 responden yang merupakan pasien Poli Obgyn Rumah Sakit Ananda Purwokerto. Penentuan sampel dalam penelitian ini menggunakan metode *simple random sampling*. Data di analisis menggunakan *Structural Equational Modelling* (SEM). Perangkat lunak statistik SPSS dan AMOS digunakan untuk menganalisis data. Hasil penelitian ini menunjukkan bahwa kualitas layanan, citra perusahaan, dan keterikatan pelanggan berpengaruh positif terhadap kepuasan pelanggan. Selain itu kepuasan pelanggan berpengaruh terhadap *word-of-mouth* dan *repurchase intention*. Hasil lainnya ditemukan bahwa kepuasan pelanggan memediasi pengaruh kualitas layanan, citra perusahaan dan keterikatan pelanggan terhadap *word-of-mouth* dan *repurchase intention*.

Kata Kunci : Kualitas Layanan, Citra Perusahaan, Keterikatan Pelanggan, Kepuasan Pelanggan, *Word of Mouth* dan *Repurchase Intention*.

## SUMMARY

*Nowdays it is importan that medical service industry need to give sepecial attention about implementation of marketing strategy in order to managing medical service business which is not only about social or medical aspects itself to still survive and compete with another competitor in the same sector an also can fulfill the customer needs in this globalization era. The purpose of this study is to identify and analyze the effect of service quality, corporate image and customer engagement to customer satisfaction and to test whether customer satisfaction mediates the effect of service quality, corporate image and customer engagement to word-of-mouth and repurchase intention. The sample in this study there were 195 respondents who are patients of Poly Obgyn Ananda Hospital Purwokerto. Simple random sampling method used in the determination of the sample. Data was analyzed using Equational Structural Modeling (SEM). Statistical software SPSS and AMOS was used to analyze the data. These results indicate that service quality, corporate image and customer engagement positively affects customer satisfaction. Other results found that customer satisfaction mediates the effect of service quality, corporate image and customer satisfaction on word-of-mouth and repurchase intention.*

*Keywords: service quality, corporate image, customer engagement, customer satisfaction, word-of-mouth and repurchase intention.*