ABSTRACT

This study aims to analyze service quality and corporate image towards consumer satisfaction in increasing consumer loyalty. The population used in this study is outpatient at National Diponegoro Hospital in Semarang. The number of samples used in this study were 200 respondents. The method of data collection is done through a questionnaire. This study uses Structural Equation Modeling (SEM) analysis techniques with AMOS 24.0 analysis tool.

The results of this study indicate that Consumer Satisfaction has a positive and significant effect on Consumer Loyalty. Service Quality has a positive and significant effect on Consumer Loyalty. Service Quality has a positive and significant effect on Consumer Satisfaction. Corporate image has a positive and significant effect on Consumer Loyalty. Corporate image has a positive and significant effect on Consumer Satisfaction.

Keywords: Service quality, Corporate Image, Consumer Satisfaction, Consumer Loyalty