

ABSTRACT

So far, BKPM already carry out activities related patient recommendation through social service programs to the society. The program includes socialize special smoking room for malls and public spaces and planting trees. This effort is so far not maximal to increasing the tendency patient recommendation, characterized by the low percentage of respondents will to give recommendations about BKPM. To increase the patients' tendency to recommend BKPM this research is needed on what factors effectively increase the patient recommendation. This study aims to examine the effect of service quality and customer value to patient recommendation of BKPM.

The population of this study is patients who had treated at least 3 times in BKPM Semarang. Researcher chooses those patients because that patient already knows the quality of service provided by the BKPM and have felt the value of customers acquired. The sampling technique is done by accidental sampling due to the very large population of BKPM. Hypothesis testing of this study performed using multiple linear regression.

The conclusions from the results of this study are as follows: (1) Service quality has a positive effect on patient recommendation means the better the perceived quality of patient care, the higher their willingness to provide recommendations for other consumers to use services provided by the Balai Kesehatan Paru Masyarakat of Semarang.(2) The customer has a positive effect on interest means that the higher the value referring customers perceived the patient, the higher their willingness to provide recommendations for other consumers to use services provided by the Balai Kesehatan Paru Masyarakat of Semarang.

Key words: service quality, customer value and patient recommendation.