

ABSTRACT

The purpose of this study is to explore theoretical model on research gap about of customer trust on customer commitment by adding intervening variable customer bonding, through the influence of customer trust is seen from the corporate image and relational benefits and customer bonding is viewed as an intervening variable of communication and service performance.

The object of research in this study is the Installation Specialist Outpatient Pavilion Hospital Dr.Kariadi Garuda. Business phenomenon that occurs in the Installation Specialist Outpatient Pavilion Hospital Dr.Kariadi Garuda, the declining of new patients and old patients from the year 2007-2010. Decrease in the patient visits Installation Specialist Outpatient Pavilion Garuda RS. Dr. Kariadi Semarang. showed that the low relationship between the hospital with the patient of the Installation Specialist Outpatient Pavilion Garuda RS. Dr. Semarang Kariadi decreased.

This study uses Structural Equation Modeling (SEM) which run through the program AMOS 19 as an analytical tool for the 150 respondents in accordance with the rules of minimum sample size to 6 construct.

Proposed research model can be accepted with the assumption that the value of Standardized Residual covariance nothing more than ± 2.58 and the sample covariance matrix of determinant = 14,211,502.023, Measurement of exogenous and endogenous constructs tested using confirmatory analysis and test the feasibility of full model was analyzed using the SEM in which the value of Goodness of Fit Chi square = 208.406; probability = 0.053; GFI = 0.875; AGFI = 0.837; Cmin / DF = 1.177; TLI = 0.976; CFI = 0.980; NFI = 0.880; RFI = 0.858; RMSEA = 0.030 ; PNFI = 0.742; PCFI = 0.826 is in the range of values expected, the results of the study's findings and give conclusions proving that good corporate image and the many perceived benefits of the patient after treatment can improve the confidence of patients to hospitals, in addition, communication both with patients and medical personnel service performance can make a relationship patients with a hospital to be higher. The higher level of trust with the patient's hospital it will be the closer relationship between hospitals and patients with good relations will create customer commitment

Key words: corporate image, relational benefits, customer trust, customer bonding, communication, service performance, customer commitment, relationship quality