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Influence of Flower Service, Service Value and Customer Satisfaction to Customer Loyalty (Case Study at BMC Hospital Bogor)

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Abstract. The Flower of Service is core product that have in common on additional services elemen. there are two kinds of supplementary services, first supplementary services that make it easy, required needed to service or to give relief in the use to core product, second, supplementary services that strengthens, have added value to customer, servie value or we know value of service is a thing wich effect costumer satisfacion to buy or use goods or services offered, while consumer loyalty that is change to form a prospective buyer be a customer loyal and a client company.

The purpose of this research is (1) to know the influence of Flower of Service to Customer Loyalty (2) to know the influence of Service Value to Customer Loyalty (3) to know the Influence of Customer Satisfaction to Customer Loyalty.

Based on the results show that the regression equation: $Y = 18.594 + 0.004X_1 - 0.075X_2 + 0.353X_3 + \text{error}$ where this result means that if the Flower of Service is 1 then the alue of consumer loyalty will increase by 0.004 and have a non- significant relationship between the flower of service to customer loyalty, if service value is 1 then loyalty level will increase equal to -0.075 and have no significant relationship between service value to customer loyalty and if customer satisfaction is 1 then consumer loyalty value will increase equal to 0.353 have significant relation between customer satisfaction to loyalty customer.

Keywords : flower service, service value, customer satisfaction, customer loyalty