

## DAFTAR ISI

|                                            |                                     |
|--------------------------------------------|-------------------------------------|
| <b>ABSTRACT .....</b>                      | <b>Error! Bookmark not defined.</b> |
| <b>HALAMAN PENGESAHAN.....</b>             | <b>Error! Bookmark not defined.</b> |
| <b>PERNYATAAN KEASLIAN LAPORAN TESIS..</b> | <b>Error! Bookmark not defined.</b> |
| <b>KATA PENGANTAR.....</b>                 | <b>Error! Bookmark not defined.</b> |
| <b>MOTTO .....</b>                         | <b>Error! Bookmark not defined.</b> |
| <b>BAB I.....</b>                          | <b>Error! Bookmark not defined.</b> |
| <b>PENDAHULUAN.....</b>                    | <b>Error! Bookmark not defined.</b> |
| 1.1 Latar Belakang.....                    | <b>Error! Bookmark not defined.</b> |
| 1.2 Rumusan Masalah.....                   | <b>Error! Bookmark not defined.</b> |
| 1.3 Ruang Lingkup Penelitian .....         | <b>Error! Bookmark not defined.</b> |
| 1.4 Tujuan Penelitian .....                | <b>Error! Bookmark not defined.</b> |
| 1.5 Manfaat Penelitian.....                | <b>Error! Bookmark not defined.</b> |
| 1.6 Sistematika Penulisan .....            | <b>Error! Bookmark not defined.</b> |
| <b>BAB II .....</b>                        | <b>Error! Bookmark not defined.</b> |
| <b>LANDASAN TEORI.....</b>                 | <b>Error! Bookmark not defined.</b> |
| 2.1 Strategi Pemasaran .....               | <b>Error! Bookmark not defined.</b> |
| a. Pengertian Strategi Pemasaran.....      | <b>Error! Bookmark not defined.</b> |
| b. Bauran Pemasaran (Marketing Mix).....   | <b>Error! Bookmark not defined.</b> |
| 2.2 Loyalitas .....                        | <b>Error! Bookmark not defined.</b> |
| a. Pengertian Loyalitas.....               | <b>Error! Bookmark not defined.</b> |
| b. Tahap-Tahap Loyalitas .....             | <b>Error! Bookmark not defined.</b> |
| c. Karakteristik Loyalitas.....            | <b>Error! Bookmark not defined.</b> |
| d. Manfaat Loyalitas .....                 | <b>Error! Bookmark not defined.</b> |
| 2.3 Rumah Sakit .....                      | <b>Error! Bookmark not defined.</b> |
| a. Tugas dan Fungsi Rumah Sakit.....       | <b>Error! Bookmark not defined.</b> |
| b. Klasifikasi Rumah Sakit .....           | <b>Error! Bookmark not defined.</b> |
| 2.4 Pasien.....                            | <b>Error! Bookmark not defined.</b> |
| a. Pengertian Pasien .....                 | <b>Error! Bookmark not defined.</b> |
| b. Kewajiban Pasien.....                   | <b>Error! Bookmark not defined.</b> |

|                                                   |                                     |
|---------------------------------------------------|-------------------------------------|
| c. Hak Pasien .....                               | <b>Error! Bookmark not defined.</b> |
| 2.5 Kepuasan Pasien.....                          | <b>Error! Bookmark not defined.</b> |
| 2.6 Penelitian Terdahulu .....                    | <b>Error! Bookmark not defined.</b> |
| 2.7 Kerangka Pikir.....                           | <b>Error! Bookmark not defined.</b> |
| a . Hipotesis.....                                | <b>Error! Bookmark not defined.</b> |
| <b>BAB III .....</b>                              | <b>Error! Bookmark not defined.</b> |
| <b>METODE PENELITIAN .....</b>                    | <b>Error! Bookmark not defined.</b> |
| 3.1 Jenis Penelitian .....                        | <b>Error! Bookmark not defined.</b> |
| 3.2 Lokasi dan Waktu Penelitian.....              | <b>Error! Bookmark not defined.</b> |
| a. Waktu Penelitian.....                          | <b>Error! Bookmark not defined.</b> |
| b. Lokasi Penelitian.....                         | <b>Error! Bookmark not defined.</b> |
| 3.3 Sumber Data.....                              | <b>Error! Bookmark not defined.</b> |
| 3.4 Metode Pengumpulan Data.....                  | <b>Error! Bookmark not defined.</b> |
| a. .Wawancara.....                                | <b>Error! Bookmark not defined.</b> |
| b. Dokumentasi .....                              | <b>Error! Bookmark not defined.</b> |
| c. Kuesioner .....                                | <b>Error! Bookmark not defined.</b> |
| 3.5 Populasi dan Sampel.....                      | <b>Error! Bookmark not defined.</b> |
| a. Populasi Penelitian.....                       | <b>Error! Bookmark not defined.</b> |
| b. Sampel Penelitian.....                         | <b>Error! Bookmark not defined.</b> |
| 3.6 Variabel Penelitian.....                      | <b>Error! Bookmark not defined.</b> |
| a. Definisi Operasional Variabel.....             | <b>Error! Bookmark not defined.</b> |
| b. Pengukuran Variabel.....                       | <b>Error! Bookmark not defined.</b> |
| 3.7 Metode Analisis Data.....                     | <b>Error! Bookmark not defined.</b> |
| a. Analysis Jalur (Path Analysis) .....           | <b>Error! Bookmark not defined.</b> |
| b. Partial Least Square (PLS .....                | <b>Error! Bookmark not defined.</b> |
| c. Analisis Efek Mediasi (Mediation Effects)..... | <b>Error! Bookmark not defined.</b> |
| d. Analisis Model Ukuran (Inner Model) ....       | <b>Error! Bookmark not defined.</b> |
| e. Analisis Model Ukuran (Outer Model)....        | <b>Error! Bookmark not defined.</b> |
| f. Convergent Validity.....                       | <b>Error! Bookmark not defined.</b> |
| g. Discriminant Validity.....                     | <b>Error! Bookmark not defined.</b> |
| h. Composite Reliability .....                    | <b>Error! Bookmark not defined.</b> |
| 3.8 Pengujian Hipotesis .....                     | <b>Error! Bookmark not defined.</b> |

|                                                                              |                                     |
|------------------------------------------------------------------------------|-------------------------------------|
| <b>BAB IV .....</b>                                                          | <b>Error! Bookmark not defined.</b> |
| <b>HASIL DAN PEMBAHASAN .....</b>                                            | <b>Error! Bookmark not defined.</b> |
| 4.1 Profil Perusahaan.....                                                   | <b>Error! Bookmark not defined.</b> |
| a. Visi dan Misi.....                                                        | <b>Error! Bookmark not defined.</b> |
| b. Misi RS Belleza Kedaton:.....                                             | <b>Error! Bookmark not defined.</b> |
| c. Pelayanan Rawat Jalan.....                                                | <b>Error! Bookmark not defined.</b> |
| 4.2 Hasil dan Pembahasan.....                                                | <b>Error! Bookmark not defined.</b> |
| a. Hasil Uji Validitas dan Reliabilitas Uji Validitas ..                     | <b>Error! Bookmark not defined.</b> |
| b. Uji Reliabilitas .....                                                    | <b>Error! Bookmark not defined.</b> |
| 4.3 Deskripsi Responden.....                                                 | <b>Error! Bookmark not defined.</b> |
| 4.4 Analisis Jawaban Responden.....                                          | <b>Error! Bookmark not defined.</b> |
| a. Analisis Jawaban Responden Terhadap Variabel Produk.....                  | <b>Error! Bookmark not defined.</b> |
| b. Analisis Jawaban Responden Terhadap Variabel Harga .....                  | <b>Error! Bookmark not defined.</b> |
| c. Analisis Jawaban Responden Terhadap Variabel Tempat .....                 | <b>Error! Bookmark not defined.</b> |
| d. Analisis Jawaban Responden Terhadap Variabel Promosi.....                 | <b>Error! Bookmark not defined.</b> |
| e. Analisis Jawaban Responden Terhadap Variabel Orang .....                  | <b>Error! Bookmark not defined.</b> |
| f. Analisis Jawaban Responden Terhadap Variabel Bukti Fisik.....             | <b>Error! Bookmark not defined.</b> |
| g. Analisis Jawaban Responden Terhadap Variabel Proses.....                  | <b>Error! Bookmark not defined.</b> |
| h. Analisis Jawaban Responden Terhadap Variabel Kepuasan Pasien (Z)<br>..... | <b>Error! Bookmark not defined.</b> |
| i. Analisis Jawaban Responden Terhadap Variabel Loyalitas (Y) .....          | <b>Error! Bookmark not defined.</b> |
| 4.5 Analisis Data.....                                                       | <b>Error! Bookmark not defined.</b> |
| 4.6. Evaluasi Model Pengukuran (Outer Model)                                 | <b>Error! Bookmark not defined.</b> |
| a. Convergent Validity .....                                                 | <b>Error! Bookmark not defined.</b> |
| b. Discriminant Validity .....                                               | <b>Error! Bookmark not defined.</b> |
| c. Composite Reliability .....                                               | <b>Error! Bookmark not defined.</b> |

|                                                              |                                     |
|--------------------------------------------------------------|-------------------------------------|
| d. F Square (Effect size) .....                              | <b>Error! Bookmark not defined.</b> |
| 4.7 Evaluasi Model Struktural (Inner Model) ...              | <b>Error! Bookmark not defined.</b> |
| a. Uji Kebaikan Model (Model Fit) .....                      | <b>Error! Bookmark not defined.</b> |
| b. Uji Hipotesis .....                                       | <b>Error! Bookmark not defined.</b> |
| 4.8 Pembahasan .....                                         | <b>Error! Bookmark not defined.</b> |
| a. Pengaruh Strategi Pemasaran terhadap Kepuasan Pasien..... | <b>Error! Bookmark not defined.</b> |
| b. Pengaruh Strategi Pemasaran terhadap Kepuasan Pasien..... | <b>Error! Bookmark not defined.</b> |

|                                   |                                     |
|-----------------------------------|-------------------------------------|
| <b>BAB V .....</b>                | <b>Error! Bookmark not defined.</b> |
| <b>KESIMPULAN DAN SARAN .....</b> | <b>Error! Bookmark not defined.</b> |
| 5.1 Kesimpulan.....               | <b>Error! Bookmark not defined.</b> |
| 5.2 Saran.....                    | <b>Error! Bookmark not defined.</b> |
| a. Saran Teoritis .....           | <b>Error! Bookmark not defined.</b> |
| b. Saran Akademik.....            | <b>Error! Bookmark not defined.</b> |
| c. Saran Praktis .....            | <b>Error! Bookmark not defined.</b> |
| <b>DAFTAR PUSTAKA.....</b>        | <b>Error! Bookmark not defined.</b> |
| <b>LAMPIRAN.....</b>              | <b>Error! Bookmark not defined.</b> |

