

DETERMINANTS OF PATIENT LOYALTY IN WEST JAKARTA GOVERNMENT HOSPITAL, OBSTETRY AND GYNECOLOGY CLINIC

Fitri Budi Astuti 

Esa Unggul University, Indonesia

fitri.budi.astuti@gmail.com

Tantri Yanuar Rahmat Syah

Esa Unggul University, Indonesia

Abstract

This study examined the relationship between price fairness, corporate image, patient satisfaction and patient loyalty in West Jakarta, Indonesian government hospital, obstetry and gynecology clinic. We chose examine these because we have not seen any research on price fairness associated with corporate image, patient satisfaction and patient loyalty in obstetry and gynecology clinic government hospital. Two hundred and twenty five patients from obstetry and gynecology clinic government hospital in West Jakarta participated in the study. Structural Equation Modeling (SEM) otherwise known as Analysis of Moment Structures tested the hypotheses. We was found that there is no correlation between price fairness and patient satisfaction also between price fairness and patient loyalty supporting hypothesis 1 and 4 in this study. A positive significant correlation was found between corporate image and patient satisfaction also between corporate image and patient loyalty supporting hypothesis 2 and 4. The research had several important conclusions that patient satisfaction is very important for patients in efforts to increase patient loyalty in West Jakarta, Indonesian government hospital, obstetry and gynecology clinic.

Keywords: Price fairness, corporate image, patient satisfaction, patient loyalty

INTRODUCTION

The hospital can be regarded as a corporation that has many strategic business units. This strategic business unit that is used directly by the public, are valued and accountable. Indonesia's Ministry of Health in Indonesia has issued Regulation of the Minister of Health (PMK) No. 1691/2011 on Patient Safety Hospital. These regulations became a major milestone operationalization Patient Safety in hospitals throughout Indonesia. Many hospitals in Indonesia, which has tried to build and develop patient safety, but the efforts done by the management's understanding of Patient Safety. Where health development in Indonesia refers to the Health Act No. 36 of 2009, article 5, paragraph 2, which states that everyone has the right to obtain health services safe, quality and affordable.

Hospital business can never be separated from the nature of the hospital itself, which is a provider of social services. On the one hand, hospital is expected to provide social functions, especially to people who lack or can not afford. But on the other hand, the amount of investment made by the management of the hospital, especially private hospital, forcing the hospital to set high fees and regulations that seem rigid in order to cover these costs. This often led to clashes that could affect the image of a hospital, even though the image is one of the main capital for service providers. One thing that must be considered in the competition is how after consumers receive and feel the benefits or the value of a product, the consumer has had a loyal behavior, satisfaction and commitment to the product (Mowen and Minor, 2002). Nuryadi (2001) states that if a company already has a loyal customer, revenue for the enterprise economy would be guaranteed by their regular cash flow. It is important for a company to know how far aspects of the most appropriate direct evidence, that still gives a positive impression of the quality of services provided, but did not cause customer expectations be too high.

Schnaars (1991) suggests that customer satisfaction is basically the purpose of a business. The creation of customer satisfaction can provide several benefits, including harmonious relationship between the company and its customers, as well as providing a good basis for the purchase and creation of customer loyalty. It is noteworthy, that customer satisfaction is a long-term strategy that requires commitment, both funds and human resources, which in turn can foster customer loyalty. Kotler (2002) says there are six reasons why a company needs to gain the loyalty of its customers. First: there are more prospective customers, means that loyal customers will give a big advantage to the company; Second: the cost of acquiring new customers is much greater than the keep and retain existing customers; Third: customers who already believe in the company in an affair will believe also in other matters; Fourth: the company's operating costs would be efficient to have a lot of loyal customers; Fifth: Companies can deduct the psychological and social costs due to old

customers have had many positive experiences with the company; Sixth: loyal customers will always stand firm even also trying to attract and advise others to become customers.

Pricing policy has always been associated with the suitability of what is acceptable to consumers. From the consumer point of view, the price is often used as an indicator of value when the price is linked to the perceived benefits of an item or service. Various concepts developed at this time implies that the image of a company is very important as a means or a tool to achieve competitive advantage in the marketplace. To be able to go forward and continue to grow, companies must prove that the company is trustworthy. Have a good image in the eyes of the public would be the consequences of image formation. Imagery can support and undermine the value that consumers feel. A good image will improve the success of a company and conversely a bad image will worsen the stability of a company.

Previous studies on the fairness of the price and the company's image on patient satisfaction and loyalty have been conducted, but so far there has been no research that examines four variables in a government hospital outpatient clinic. Based on the above research gaps, the objectives to be achieved in this research is to provide an explanation of the effect of price reasonableness and corporate image on patient satisfaction and loyalty of patients in Anyelir obstetrics and gynecology clinic in government hospital West Jakarta.

LITERATURE STUDY

Price Fairness

Price Fairness according Consuegra, et al. (2007), defines fairness as a vote for an outcome and process in order to achieve a reasonable and acceptable result. The cognitive aspect of this definition indicates that price reasonableness research involves comparing the procedures associated with a standard price, the reference or norm. In accordance with the study by Consuegra, a fair price can be measured by several attributes as follows: (1) Customers feel paying a reasonable price for each purchase transaction; (2) Reference price level, where customers feel natural if a product or service of the same kind from different companies are set at different prices; (3) The policy defined by the company's price is reasonable and acceptable by customers; (4) Prices set is an ethical, where the customer is always notified of price changes that will be made by the company before the new prices are set.

Corporate Image

Corporate image according Kotler and Armstrong (1997), states that image is confidence, ideas and impressions from someone about something. For a company, a good image or the image is absolutely necessary. So important meaning of the image itself so that companies are willing to

pay and use extra energy to achieve it. Image according Sutisna and Teddy (2001) is a set of beliefs, ideas and messages from a person against an object. The image is the main goal and is a reputation and accomplishments to be achieved public relations. Despite this understanding itself abstract imagery (intangible) and can not be measured. Corporate image or brand image is defined by Roberts (2004) as the perceptions and feelings toward a brand. Roberts (2004) explains his theory called lovemark theory, where Roberts explains that the brand image has three dimensions as a measurement in which shape the perception of rational and emotional consumers of certain brands, such as: (1) Mystery, formed through brand experience that makes it possible to create the myth profitable and certain characters which stimulate positive feelings and perceptions in the minds of consumers; (2) Sensuality, formed of vision, smell, sound, touch, and taste that elevates the consumer's emotional experience; and (3) Intimacy, emotional aspects of brand image resulting in feelings of consumers interact with the brand.

Patient Satisfaction

Patient satisfaction according to Wilkie (1990), customer satisfaction is an emotional response to the evaluation of the experience of the consumption of a product or service. According Dimiyati (2008) method is most often used to operationalize satisfaction by comparing the customer's perception of the performance of the products or services to their expectations. Customer expectations are estimates of what the customer would receive if the service or product has been consumed. Customer perceived performance is the perception of customers after consuming a service or product. Engel, et al. (1995) defines customer satisfaction as a post-consumption evaluation in which an alternative is selected at least meet or exceed expectations. Boone, et al. (2007) defines customer satisfaction as a result of the goods or services that meet or exceed the needs and expectations of the buyer. The concept of goods or services that deliver customer satisfaction because it can meet or exceed their expectations is essential for the company's operations. A company that fails to meet the customer satisfaction compared to competitors will not stay in business for a long time. According to Irawan (2004), there are five factors that influence customer satisfaction: (1) The quality of the product, which the customer will be satisfied after buying and using the product and it turned out good quality products. The quality of this product is the global dimension; (2) The price, which is for customers who are sensitive, usually a cheap price is an important source of satisfaction because they will get the value of money is high. Components of this price is relatively unimportant for those who are not price sensitive;

Patient Loyalty

Patient loyalty according Griffin (2002) suggests loyalty is defined as non-random purchase Expressed over time by some decision making unit. Based on this definition can be explained more loyalty refers to a form of behavior of these units to make a purchase decision continuously for goods / services of a company that is selected. So that the benefits that would be obtained if the company has a loyal customer, among others: (1) to reduce marketing costs (because the cost of attracting new customers more expensive); (2) to reduce transaction costs; (3) to reduce the cost of customer turnover (karana fewer customer turnover); (4) to improve cross-selling, which will increase the company's market share; (5) Encouraging more positive word of mouth, with the assumption that a loyal customer is also means they are those who are satisfied; (6) to reduce the cost of failure (such as replacement costs, etc.).According to Engel, et al. (1995) customer loyalty can be defined as a repetition purchasing behavior that has become a habit, which has no relevance and high involvement in consumer choice towards a particular object, and is characterized by the absence of external information search and evaluation of alternatives.

Hypotheses Development

Patients using price as a guide for purchasing, this implies that more lower the price or the monetary price does not guarantee a higher satisfaction. Chiao, et al. (2001) suggest a customer will show a repeat purchase behavior when they feel that the price of services and products offered reasonable. If the customer does not feel their sacrifice worthwhile, maybe they do not make purchases, even when they are not satisfied with the product or service. Results from these studies, the perceived fairness positively related to loyalty through customer satisfaction. The reasonableness of the price, viewed from a consumer standpoint, it is often used as an indicator of value if the price is linked to the perceived benefits of an item or service. When a competitor offers a lower price, it will increase the possibility of changes in patient behavior. As quoted in Andreassen, et al. (1997) emphasized as an important factor of consumer prices because every time a consumer evaluate the value of services obtained, they usually think of the price. Herrmann, et al. (2007) in his research indicates that price perception directly influences satisfaction ratings and perceptions indirectly via the reasonableness of the price. Empirically, this research has linked the two important concepts and show the effect of price reasonableness. In other previous studies conducted by Wirasti (2010) states that the perception of fairness of the price effect on customer satisfaction at Toyota Nasmoco Solobaru. Based on the literature above, the hypothesis that may be filed:

H1: Higher price fairness will decrease patient satisfaction

Perception of satisfaction / dissatisfaction of patients would arise after the patient has experienced a service that has been previously perceived, by the perceived quality or value of the services that arise after the service. In the study Andreassen, et al. (1997) when the service is hard to evaluate, corporate image is believed to be important factors that affect the perception of quality, evaluation of customer satisfaction with the service, and customer loyalty. Cohen, et al. (2006) report that satisfaction followed by the image of the company is important in a construct. Sutanto (2009) in his research found that the image of the company has a positive effect on customer satisfaction. Image of a company are factors that often influence purchasing decisions. Imagery can not be created as making goods from the factory, but the image is the impression obtained in accordance with the knowledge and understanding of someone about something. Customers or patients are likely to form the image based on those inferences derived from marketing and environmental stimuli. Subagio, et al. (2012) showed that the image of the (airline image) effect on satisfaction / satisfaction and loyalty / customer loyalty at Garuda Indonesia. These results indicate that the image of the company that arise in the minds of consumers will determine the extent of customer satisfaction and loyalty. Based on the literature above, the hypothesis that may be filed:

H2: The higher the image of the corporate, the higher the patient satisfaction will be

The relationship between satisfaction and loyalty in Edvardsson, et al. (2000) describes a positive linear relationship between customer satisfaction and customer loyalty. This means an increase in customer satisfaction will be followed by an increase in customer loyalty. In previous studies conducted by Chiao, et al. (2001) from the National Changchi University on the effect of product quality, service quality and price to customer satisfaction and loyalty. In this study states that affect customer satisfaction to customer loyalty. Research Elrado, et al. (2014) states that the variable is the performance of perceived satisfaction of customers expect a significant effect on customer loyalty. Subagio research results, et al. in 2012 shows that satisfaction (satisfaction) effect on consumer loyalty to the Garuda Indonesia. These results indicate that the perceived customer satisfaction is certainly loyal to the airline Garuda Indonesia because of the increasingly fierce competition among providers of aviation services causing consumers have many choices in selecting the service provider, whereby consumers pay more attention to my satisfaction. Based on the literature above, the hypothesis that may be filed:

H3: The higher the level of patient satisfaction, the higher the patient loyalty will be

One of the policies that influence marketing success is pricing. Price is an important consideration, because price is very sensitive for consumers. Consumers see the price as a

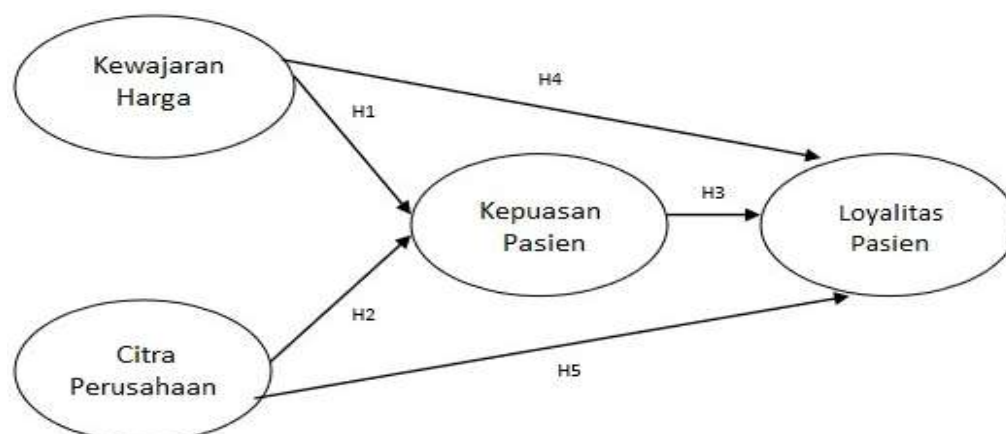
factor which must be in accordance with the benefits he/she felt. Research of Consuegra, et al. (2007) suggest that the perceived price fairness is positively related to customer loyalty. This supports the hypothesis that the equitable price gain customer loyalty. These results lend support to the claim that the reasonableness of a particular price considered to be associated with customer loyalty because parameter estimates between the two construction is positive and significant. Chiao, et al. (2001) and Virvilaite, et al. (2009) in his research were similarly states that the reasonableness of the price has a significant relationship with customer loyalty. Based on the literature above, the hypothesis that may be filed:

H4: High price fairness will decrease patient loyalty

Image can not be formed by itself but requires a process to shape it. The company always improve the image that consumers are loyal to the products or services it sells, because of the increasing number of consumers who are faithful, will increase sales, marketing costs can be reduced and the incidence is likely to attract new customers. Least loyal consumers on a product or service can be seen from his attitude. Research conducted by Tax, et al. (1998) with the title Customer Evaluations of Service Complaint Experiences; Implications for Relationship Marketing. Research results show that a high confidence in the company will increase customer satisfaction. According to Tang (2007) many authors state that a good corporate image to help increase sales and market share and to build and maintain relationships with customer loyalty. Kadampully, et al. (2007) also stated that the company's image is affected by the quality of service and customer satisfaction, which in turn affects customer loyalty. So, the key to customer loyalty appears to fostering corporate image created by improving the quality of service and satisfy customers. Based on the literature above, the hypothesis that may be filed:

H5: The higher the image of the corporate, the higher the level of customer loyalty will be

Figure 1. Proposed Research Model



RESEARCH METHOD

Population and Sampling Technique

In this study, population that we examine is patient from the Anyelir Clinic of Obstetrics and Gynecology in government hospital West Jakarta. In accordance with the analytical tools that we use i.e. Structural Equation Models (SEM) then the determination of minimum sample amount representative according to Hair et al. (2008) is the number of samples must have five times of number of questions that are analyzed. In this present research questionnaire there are 41 statements, thus a minimum amount of sample needed is 205 respondents. In this research we take the total number of respondents as many as 225 patients. We used cluster random sampling method to select respondents. The research first identifies boundaries, in case of our example; patients from the Anyelir Clinic of Obstetrics and Gynecology in government hospital West Jakarta. We randomly select a number of identified patients. The selected sample is a patient who already feel the health service at least 2 times in the year, wearing their own expense or private insurance or a company, and minimally graduated from high school education or equivalent. The analysis result is then interpreted and the last step is concluded and given advice.

Measurement

In our research, there are two free variables (exogenous), which are price fairness and corporate image, then there are two attached variables (endogenous) i.e. patient satisfaction and patient loyalty. We measure price fairness and patient satisfaction using indicators of Consuegra, et al. (2007) each of which consists of 4 indicators and 3 indicators. Corporate image in this study used indicators of Roberts (2004), which consisted of 34 indicators. Patient loyalty in this study used indicators of Lin and Ding (2006), which consisted of 8 indicators.

Data Analysis Approach

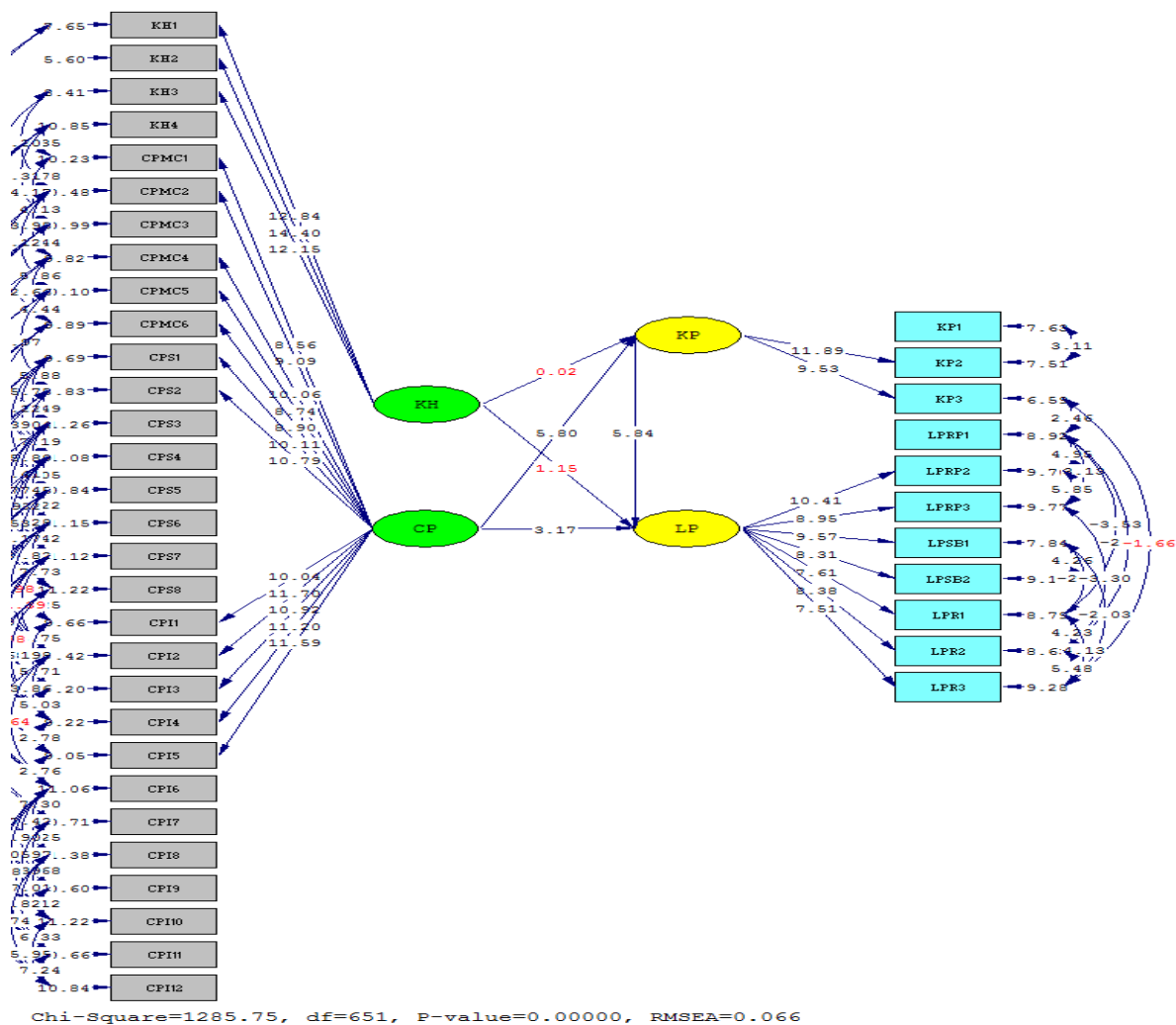
The validity test was done with Confirmatory Factor Analysis, by looking at the value of Kaiser-Meyer-Olkin Measure of Sampling (KMO) and Measures of Sampling Adequacy (MSA). In this test the value obtained must be greater than 0.5 which means that analysis of the factors is proper or suitable for use, and can be further processed (Malhotra, 2009). The scale of price fairness consists of 4 statements and all valid, corporate image consists of 34 statements, there are 8 statements are not valid and 26 statements are valid, patient satisfaction consists of 3 statements and all valid, then the last patient loyalty consist of 8 statements and all valid. Reliability test of Alpha Cronbach value is greater than >0.6 which means reliable (Hasyim, et al., 2009), that can be indicators that price fairness, corporate image, patient satisfaction, and

patient loyalty can be said to be reliable as a means of collecting data in research. The next phase, we manage the data by using SEM (Structural Equation Modeling) analysis method. SEM is capable of explaining the variable relationship in complex as well as the effects directly or indirectly from one or multiple variables against other variables (Hair et al, 2008).

ANALYSIS AND RESULTS

We focus this research on the influence of price fairness and corporate image against patient loyalty with mediation of patient satisfaction and the results showed that of the five hypotheses posed, three data results obtained support the hypothesis and two data do not support the hypothesis. As the SEM testing we've done, it can be seen in Figure 2 below:

Figure 2. Path Diagram T-Value



Note: KH (Price Fairness), CP (Corporate Image), KP (Patient Satisfaction), and LP (Patient Loyalty)

Based on the Figure 2 Path Diagram T-Value above which is the hypothesis in this study, it is presented in the following structural equations:

Table 1. The Structural Relationship of Test Results

Hypothesis	Statement of the Hypothesis	T-Value	Description
H ₁	A high price fairness will decrease patient satisfaction	0,02	The data do not support the hypothesis
H ₂	The higher the image of the corporate, the higher the patient satisfaction will be.	5,80	The data support the hypothesis
H ₃	The higher the level of patient satisfaction, the higher the patient loyalty will be.	5,84	The data support the hypothesis
H ₄	A high price fairness will decrease patient loyalty.	1,15	The data do not support the hypothesis
H ₅	The higher the image of the corporate, the higher the level of customer loyalty will be.	3,17	The data support the hypothesis

MANAGERIAL IMPLICATIONS

Managerial implication suggested is related to components that support the establishment of a good corporate image in the eyes of the patients or customers. managerial implications first is to include communication skills training for medical personnel and personnel non-medical, a form of creative department team or creative division that consists of Creative Department Head, Copywriter, Creative Director and Art Director, tasked with drafting and executing creative material that aims to create a brand image, brand awareness in order to establish a corporate image government hospital positive in the eyes of the patient or customer. Managerial implications too include front office clerk in training front office hospitals and health care facilities satisfactory beginning of this section. Managerial implications too is making music as a form of emotional therapy to patients or customers. And the last managerial implication is to maximize advertising above the line and below the line. There are three main purpose of this advertising, which informs (informing), coax (persuading), and remind the facilities and achievements and awards Government hospital to patients or customers. In general, advertising appreciated for executing various functions is known as an important communication for Government hospital , in addition to the three previous terms, adding value (adding value) in patients or customers to influence the perception of the patient or customer is also a goal of this advertising.

CONCLUSION

Results that can be concluded from this study are: first, the reasonableness of significant negative price influence patient satisfaction, which means that the higher the reasonableness of the price, it will not increase patient satisfaction (the first hypothesis is not supported). Second, a positive corporate image significantly affect patient satisfaction means that the higher the image of the company, will increase patient satisfaction (second hypothesis is supported). Thirdly, patient satisfaction significantly positively affect patient loyalty. The higher the level of patient satisfaction, increase patient loyalty (third hypothesis is supported). Fourth, the reasonableness of the price did not affect patient loyalty. The higher the reasonableness of the price will not increase patient loyalty (the fourth hypothesis is not supported). Fifth, a positive corporate image significantly affect patient loyalty. The higher the image of the company, will increase patient loyalty (fifth hypothesis is supported).

SUGGESTIONS

Based on the above matters, we can put forth a few suggestions that are expected to be able to influence the loyalty of patients in government hospitals in West Jakarta, Indonesia, for example by communication skills training for medical personnel and personnel non-medical which also includes training in listening to the complaints of the patient, how to behave to appreciate the patient, how to explain with words that are easy to understand, how to meet the expectations of the patient, how to make the time to communicate becomes more effective and teach skills in convincing the patient of the ability of officers, how to communicate by telephone, how to communicate by promoting services to patients to resolve the complaint by required the mastery of competencies include knowledge, skills and attitude of excellence in order to be ready to face the task. A positive mindset in dealing with customer complaints (complaint handling Rightly), in collaboration with colleagues and patients.

The Organization should also able to form creative department team or creative division that consists of Creative Department Head, Copywriter, Creative Director and Art Director, tasked with drafting and executing creative material to create maximize advertising above the line and below the line that aims for a brand image, brand awareness in order to establish a positive corporate image of the patient or customer. Activities performed The team started from brain strom or idea-gathering process by the team, in coordination with the speaker either specialists or related to the themes agreed at the previous brainstorm process. As a teaching hospital of this team is indispensable for the slick packaging of all forms of educational material will be provided to other hospitals. All creative output are made to coordinate with the personal skilled in the art. Fill creative output should also be very informative, ranging from informing

changes in prices of services, explained the flow of the treatment, but it also must be persuasive that creates preferences, preferences and beliefs so that patients or customers willing to use health services in government hospitals in West Jakarta, Indonesia. Furthermore, the creative output as well as a reminder to the patient or previous customers to encourage the re-use of services, introducing services of the latest, featuring high-profile cases the treatment of patients from the beginning of treatment to recover, maintain awareness of the health services government hospitals in West Jakarta, Indonesia and establish good relationships with patients or customer.

So in improving patient loyalty to government hospitals in West Jakarta, Indonesia not only providing communication skills and creative department, but it needs good services from other factors, example by making music as a form of emotional therapy to patients or customers. According to Meyer (Djohan, 2005), recognized or not music can increase feelings, especially directly and quickly creates a feeling of pleasure. The process of listening to music is one form of affective communication and provide an emotional experience. Customers or patients government hospitals in West Jakarta, Indonesia, also included children aged zero to eighteen. Music can also be used in the practice of relaxation and meditation in developing children's emotions. Based on the results of research conducted Rachmawati (1998) and Rachmawati Nugraha (2004) that the relaxation process is done in children is effective enough to exercise emotional introduction of themselves or the formation of emotional awareness skills of children. Besides the activity of meditation music can help children pass the process of catharsis where emotions are suppressed, creating calmness, and increase the productivity of a child's learning.

RESEARCH LIMITATIONS

This research has some limitations that can be consideration for further research. This research uses the questionnaire as a measurement tool because of the purposes of saving time and effort. However, the questionnaire has limitations such as bias in filling out the questions. There is a possibility that the respondents do not fill with real answer or just fill based on ideal conditions expected and not the actual conditions that is taking place. This can cause the measurement used does not describe real variables. In addition, the limitation of the number of samples and variables that affect price fairness or that affect corporate image as well as a number of its analysis led the researchers to not be able to dig deeper on other factors affecting satisfaction and loyalty patients.

This research only take the object of research with limited scope in West Jakarta, Indonesia Hospital, so that conclusion obtained in this research of course not yet possible to be made conclusion generally apply overall for government hospital in Jakarta, Indonesia. This study focuses only on obstetry and gynecology and not on other hospital services, so the results can, of course, be different for other services in government hospital in West Jakarta, Indonesia.

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