

ABSTRACT

The research was conducted to determine how the customer's perception of the performance of services marketing mix, customer value, customer trust and customer loyalty as well as to analyze enormity of the effect service marketing mix o and customer value to the customer trust and loyalty of customers both partially and simultaneously.

The results are expected to provide contribution in the development of management science, especially marketing management and consumer behavior. For the managers of Alternative Medicine, expected results of this research can provide useful information about the importance of services marketing mix and customer value in forming the level of trust in an effort to improve custome of loyalty Alternative Medicine.

This research was conducted in the city of Bandung. This research type is descriptive and verifikative research with descriptive and verifikative research method. Data were obtained through questionnaires, interviews, and observations in the field. The results of data collection with the primary data source were obtained from the sample of 300 respondents. Structural Equation Modelling (SEM) was used to analyze data approaching Second Order Model.

From each of the indicator, the results showed that the assessment of the services marketing mix, customer value, customer trust and loyalty of customers is in quite well category. From the results of statistical tests known that the services marketing mix and customer value has a significant influence on customer trust either partially or simultaneously. Services marketing mix and customer value influential and significant effect on customer loyalty. Customer trust is also influential to the customer of loyalty Alternative Medicine.

Key words: Services Marketing Mix, Customer Value, Trust, Customer Loyalty, SEM (Structural Equation Modeling).

ABSTRAK

Penelitian ini dilakukan untuk mengetahui bagaimana persepsi pelanggan terhadap kinerja bauran pemasaran jasa, nilai pelanggan, kepercayaan pelanggan dan loyalitas pelanggan serta menganalisis besarnya pengaruh bauran pemasaran jasa dan nilai pelanggan terhadap kepercayaan pelanggan dan loyalitas pelanggan baik secara parsial maupun simultan.

Hasil penelitian diharapkan dapat memberikan kontribusi dalam pengembangan ilmu manajemen khususnya manajemen pemasaran dan perilaku konsumen. Bagi pengelola Pengobatan Alternatif, diharapkan hasil penelitian ini dapat memberikan informasi yang berguna tentang pentingnya bauran pemasaran jasa dan nilai pelanggan dalam membentuk tingkat kepercayaan dalam upaya untuk meningkatkan loyalitas pelanggan Pengobatan Alternatif.

Penelitian ini dilakukan di kota Bandung. Jenis penelitian ini adalah deskriptif dan verifikatif dengan metode penelitian *descriptive* dan *explanatory survey*. Data diperoleh melalui kuesioner, wawancara, dan observasi di lapangan. Hasil pengumpulan data dengan sumber data primer diperoleh dari jumlah sampel sebanyak 300 responden. Metode analisis yang digunakan adalah *Structural Equation Modelling* (SEM) dengan pendekatan *Second Order Model*.

Ditinjau dari masing-masing indikator, hasil penelitian menunjukkan bahwa penilaian terhadap Bauran pemasaran jasa, nilai pelanggan, kepercayaan pelanggan dan loyalitas pelanggan termasuk ke dalam kategori cukup baik. Dari hasil pengujian statistik diketahui bahwa bauran pemasaran jasa dan nilai pelanggan memiliki pengaruh signifikan terhadap kepercayaan pelanggan baik secara parsial maupun simultan. Bauran pemasaran jasa berpengaruh dan nilai pelanggan berpengaruh signifikan terhadap loyalitas. Tingkat kepercayaan juga berpengaruh terhadap loyalitas pelanggan Pengobatan alternatif.

Kata kunci : Bauran Pemasaran Jasa, Nilai Pelanggan, Kepercayaan, Loyalitas Pelanggan , SEM (*Structural Equation Modeling*).