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MENGUKIR LOYALITAS PELANGGAN





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KATA PENGANTAR

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Buku ini berisi lima bab yang paling menarik yang sangat penting bagi pengembangan loyalitas antara lain, sekitar permasalahan loyalitas, state of the art loyalitas, kualitas layanan, keamanan sistem digital, kepuasan pelanggan, dan loyalitas pelanggan. Novelty buku ini tentu terletak pada kebaruan buku bacaan yang berhasil disitasi penulis, termasuk subbab yang ada pada masing-masing bab yang seluruhnya diramu dan dikemas secara apik hingga sangat layak untuk dinikmati sebagai bahan bacaan berbobot yang sulit sekali didapatkan dari buku sejenis baik yang berbahasa asing maupun Indonesia.

Buku ini merupakan buku loyalitas pemasaran yang paling penting untuk dimiliki oleh semua kalangan yang peduli dalam pengembangan ilmu pemasaran, khususnya loyalitas pelanggan baik dalam perspektif pemasaran offline maupun online. Tentu, buku ini sangat cocok untuk berbagai ceruk kalangan seperti mahasiswa baik S1, S2, maupun S3, Dosen, pengamat pemasaran, praktisi pemasaran, pengusaha, para pelanggan setia dan semua pihak yang saat ini berperan sebagai pengusaha maupun sebagai pelanggan.

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Serang, Mei, 2024

Tim Penulis
Eva Muti'ah & Basrowi

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BAB

1

PENDAHULUAN

Manusia merupakan kunci keberhasilan dari suatu pembangunan (Utami & Suprpto, 2022). Untuk menciptakan manusia yang berkualitas diperlukan suatu derajat kesehatan manusia yang prima (Valeriani et al., 2020), sehingga dalam hal ini mutlak diperlukan pembangunan kesehatan (Manzoor et al., 2019). Untuk mendukung pencapaian pembangunan kesehatan (Moro Visconti & Morea, 2020),

Saat ini, pemerintah menyediakan berbagai sarana Kesehatan yang telah digunakan masyarakat, seperti Puskesmas (Q. Wang et al., 2021).. Puskesmas ini berperan sebagai garda terdepan dalam memberikan pelayanan yang saat ini ditunggu oleh Masyarakat (Purbandini et al., 2023), diantaranya kemudahan akses, kecepatan pelayanan dan bagaimana pasien mendapatkan kepuasan yang sesuai dengan apa yang diharapkan (Mengistu et al., 2021).

Di era globalisasi saat ini, teknologi berkembang sangat pesat di berbagai bidang (Rumaolat et al., 2019), tidak terkecuali pada bidang kesehatan (Mitalianti et al., 2022). Lembaga kesehatan terus berkolaborasi untuk menciptakan layanan kesehatan yang berbasis teknologi sehingga tidak terlambat untuk melakukan update kebutuhan kesehatan dan pelayanan kesehatan yang baik bagi masyarakat (Q. Aini et al., 2020). Setelah fenomena yang terjadi pada tahun 2019-2022 yakni pandemi covid-19 masyarakat beralih pada pelayanan yang berbasis digital (Ryan et al., 2020), akses informasi serta konsultasi melalui jaringan internet dengan memanfaatkan teknologi yang ada (Ramírez Molina et al., 2019). Tentunya ketika hal ini sudah menjadi kebiasaan bagi masyarakat

BAB 2

STATE OF THE ART

Pertama, penelitian dari (K. Aini & Adlina, 2023) menjelaskan kualitas pelayanan digital terhadap loyalitas terdapat korelasi positif atau signifikan ketika kualitas pelayanan baik maka akan meningkatkan loyalitas pelanggan, sebaliknya ketika kualitas pelayanan digital buruk maka akan menurunkan tingkat loyalitas. Sejalan dengan penelitian tersebut (Meisaroh et al., 2022) menjelaskan bahwa kualitas pelayanan erat kaitannya dengan peningkatan loyalitas, ketika pelayanan yang diberikan sesuai dengan apa yang diinginkan pelanggan maka loyalitas pelanggan terjaga, penelitian lain menjelaskan (Furinto & Tamara, 2023) kualitas pelayanan digital memberikan efek positif terhadap peningkatan loyalitas pelanggan, pelanggan menginginkan suatu pelayanan yang maksimal dan berkualitas maka pelanggan tersebut akan loyal, (Gaotami et al., 2023) menjelaskan dalam penelitiannya loyalitas tergantung pada kualitas pelayanan, pelayanan yang berkualitas memberikan kepuasan sehingga mendorong pelanggan untuk loyal dan penelitian dari (Famor Pratami et al., 2023) menerangkan bahwa loyalitas terpengaruh pada kualitas pelayanan yang baik. Tetapi pada penelitian (Wirapraja et al., 2021) dijelaskan bahwa loyalitas pelanggan tergantung pada bagaimana sikap pelanggan itu sendiri tidak tergantung pada bagaimana pelayanan dan kepuasan yang didapatkan tetapi lebih cenderung pada kebutuhan individu yang sesuai sehingga hasil penelitiannya tidak signifikan.

BAB 3

LOYALITAS

A. Aspek Loyalitas

Kotler dan Keller (Hasyim & Ali, 2022) menjelaskan bahwa loyalitas sebagai komitmen yang dipegang untuk membeli atau menggunakan kembali produk atau jasa yang disukai di masa yang akan mendatang meskipun ada pengaruh situasional dan tindakan atau upaya pemasaran untuk beralih (Gaotami et al., 2023).

Loyalitas secara harafiah diartikan sebagai kesetiaan yang muncul tanpa ada paksaan dari pihak manapun melainkan karena kesadaran diri sendiri dan keinginan yang murni (Dayani et al., 2022). Konsep loyalitas lebih menekankan pada perilaku penggunaan kembali suatu produk atau jasa secara terus menerus berdasarkan hasil pengalaman sebelumnya (Wagh, 2022).

Loyalitas didalamnya ada komitmen keadaan dimana konsumen tidak mau beralih dalam penggunaan produk atau jasa dalam kondisi apapun (Suhardi, 2021). Konsumen dengan sukarela merekomendasikan produk atau jasa kepada orang lain untuk ikut serta menggunakan produk atau jasa tersebut (Sari, et al. 2020).

Loyalitas Pasien merupakan manifestasi kelanjutan dari kepuasan pasien terhadap suatu pusat pelayanan kesehatan, baik dari segi fasilitas kesehatan, pelayanan kesehatan serta informasi yang didapat selama melakukan perawatan di sebuah pusat kesehatan (Raka Sukawati, 2021). Loyalitas pasien ditunjukkan dengan tindakan mereka melakukan pemeriksaan

BAB 4 | DIGITAL SERVICE QUALITY

A. Aspek Kualitas Pelayanan Digital (Digital Service Quality)

Pelayanan publik yang efektif dan efisien adalah pelayanan yang cepat, berkualitas, mudah dan terukur (Staples et al., 2022). Sehingga pemilihan pelayanan menggunakan digital adalah salah satu pilihan tepat untuk meningkatkan kualitas pelayanan (Uzir et al., 2023). Pelayanan menggunakan jaringan internet membantu pelanggan mengakses dengan cepat dimanapun kapanpun (Gietaneh et al., 2022).

Menurut Dodit & Dodit (Schierz et al., 2023) Internet merupakan singkatan dari *Interconnection Networking*. Internet berasal dari bahasa lain "Inter" yang berarti antara. Secara kata perkata INTERNET berarti jaringan atau penghubung (Gómez-Carmona et al., 2022). kesimpulan dari definisi internet ialah merupakan hubungan antara berbagai jenis computer dan jaringan di dunia yang berbeda system operasi maupun aplikasinya dimana hubungan tersebut memanfaatkan kemajuan komunikasi (telepon dan satelit) yang menggunakan protocol standar dalam berkomunikasi yaitu protocol TCP atau IP (Transmission Control or Internet Protocol) (Athavale et al., 2023).

Internet merupakan sebuah jaringan global yang terhubung dengan jaringan terkoneksi, media yang digunakan dalam melakukan komunikasi secara efektif dan jangkauan yang luas dengan waktu yang singkat (Shultz et al., 2023). Selain itu internet merupakan jaringan komunikasi elektronik yang menghubungkan komputer dengan fasilitas computer yang

BAB 5

SECURITY OF DIGITAL SYSTEM

A. Aspek Keamanan Sistem Digital (Security of Digital System)

System adalah sekumpulan elemen yang saling terkait atau terpadu yang dimaksudkan untuk mencapai suatu tujuan (Chattu et al., 2019). Sistem adalah suatu kumpulan atau himpunan dari suatu unsur, komponen, atau variable yang terorganisasi, saling berinteraksi, saling tergantung satu sama lain dan terpadu (Kitsios et al., 2023).

System adalah kumpulan elemen yang berhubungan dan berinteraksi dalam suatu kesatuan yang saling berhubungan dan berinteraksi dalam suatu kesatuan untuk menjalankan suatu proses pencapaian suatu tujuan utama (Afthanorhan et al., 2019). *System* adalah sebuah tatanan (keterpaduan) yang terdiri atas sejumlah komponen fungsional (dengan satuan fungsi dan tugas khusus) yang saling berhubungan dan secara bersama-sama bertujuan untuk memenuhi suatu proses tertentu (Chowdhury et al., 2021).

Security of System Service adalah upaya menjaga informasi dan berbagai ancaman yang mungkin terjadi, meminimalisir resiko (Da Costa et al., 2020). Semua hal ini dilakuakn dengan menggunakan sejumlah perangkat digital untuk mengontrol keamanan data agar tidak bocor dan disalah gunakan oleh pihak yang tidak bertanggung jawab (Moro Visconti & Morea, 2020).

Security Of Informations merupakan suatu bentuk perlindungan terhadap unsur-unsur penting atau informasi yang ada didalamnya termasuk integritas, kerahasiaan dan ketersediaan tidak terkecuali hardware untuk menyimpan dan

BAB

6

SATISFACTION

A. Aspek Kepuasan (Satisfaction)

Kata kepuasan (satisfactions) berasal dari kata “*Statis*” (artinya cukup baik, memadai), dan “*Facio*” (melakukan), kepuasan pasien merupakan tingkat perasaan seseorang setelah membandingkan (pelayanan atau hasil) yang dirasakan dibandingkan dengan harapannya menurut (Nazarian-Jashnabadi et al., 2023). Konsumen dapat mengalami salah satu dari tiga tingkat kepuasan umum yaitu kalau kinerja di bawah harapan, pasien akan merasa kecewa tetapi jika pelayanan sesuai dengan harapan pasien akan merasa puas dan apa bila pelayanan bisa melebihi harapan maka pasien akan merasakan sangat puas (Uzir et al., 2023).

Kepuasan merupakan elemen pokok dalam pelayanan kesehatan di pusat kesehatan public, kepuasan pasien adalah respon atau tanggapan berupa perasaan dan penilaian terhadap suatu pelayanan dimana harapan dan kebutuhannya terpenuhi (Murry & Desselle, 2023). Kepuasan adalah tanggapan emosional seseorang dalam menggambarkan hasil penilaian terhadap suatu pelayanan yang didapat dengan harapan yang diinginkan (Misransyah et al., 2023).

Kepuasan adalah suatu perbandingan antara apa yang diharapkan dengan apa yang didapatkan, namun tidak semua kepuasan diukur dengan nominal uang melainkan ketertarikan seseorang dalam menggunakan jasa pelayanan karena telah menilai pelayanan yang memuaskan dan membuat bangga pelanggan yang menggunakan jasa pelayanan tersebut (Rusu et

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TENTANG PENULIS



Eva Mutiah lahir pada 12 Agustus 1991, tumbuh besar di Kabupaten Tangerang, bercita-cita sebagai perempuan yang berpendidikan tinggi, berwawasan luas dan bisa menginspirasi sesama perempuan di Dunia. Tinggal di pedesaan bukan halangan bagi Mutia untuk terus mengukir sejarah dan memperjuangkan pendidikan yang diimpikan. Menyelesaikan pendidikan sarjana di Universitas Indraprasta PGRI Jakarta pada tahun 2015 jurusan pendidikan Bahasa Inggris. Mutia yang sangat mencintai dunia seni dan musik meraih penghargaan sebagai salah satu perempuan muda berbakat dalam bidang seni music pada tahun 2015 dan berhasil merilis single pertamanya dengan judul “Putih” pada tahun 2016. Tidak pernah merasa lelah untuk berkarya, Mutia terus berlatih dan mengembangkan bakat yang ada dan meningkatkan kompetensi. Selain sibuk dengan pekerjaan dibidang presenter, mutia juga fokus melakukan kegiatan sosial dibidang kesehatan, pemberdayaan perempuan, pelestarian lingkungan serta perlindungan anak. Pada tahun 2022 menjadi Tutor PERCANTIK wadah pemberdayaan perempuan di Kabupaten Tangerang dan meraih penghargaan Perempuan Inspiratif Provinsi Banten pada tahun 2022. Prestasi lain pada tahun 2022 menjadi penyuluh kesehatan terbaik melalui media sosial di Kota Cilegon. Saat ini Mutia sedang menempuh pendidikan Magister di Universitas Bina Bangsa, selama menempuh pendidikan Mutia beberapa kali mendapatkan penghargaan sebagai Best Presenter di berbagai Convergensi Internasional pada tahun 2023 dan saat ini fokus menjadi penulis.



Basrowi, adalah Dosen di Universitas Bina Bangsa, menamatkan S-1 Pendidikan Dunia Usaha di Universitas Negeri Yogyakarta, S-1 Ekonomi Syariah di STEBI Lampung, S-2 di Universitas Negeri Yogyakarta, S2 Ekonomi Syariah di UIN Raden Intan Lampung, S-3 di Universitas Airlangga (Lulus, 2003); S3 ke-2 di Universitas Persada Indonesia Jakarta (Lulus, 2015); S3 ke-3 di Asia e University, Malaysia dengan peminatan Marketing. Selama di Surabaya, penulis aktif sebagai konsultan perusahaan kecil dan menengah. Selama di Serang, aktif melakukan penelitian di Provinsi Banten. Selama di Lampung banyak terlibat dalam program konsultasi perusahaan kecil, menengah dan besar. Saat ini, aktif sebagai penulis di berbagai media massa, jurnal nasional dan Internasional, dan berbagai pertemuan ilmiah yang berkaitan dengan loyalitas dan kepuasan pelanggan, serta *sustainability*. Beberapa tahun menjadi reviewer Rispro Kemenkeu, dan berkali-kali mendapat hibah penelitian dari Balitbang Kemendikbud, Kemenristekdikti, serta mendapat berbagai proyek penelitian berkaitan dengan keberlanjutan perusahaan. Penulis juga pernah mendapatkan berbagai program pendampingan keberlanjutan perusahaan di Kota Palangka Raya, Kabupaten Katingan, dan Kabupaten Gunung Mas, Provinsi Kalimantan Tengah.