

## **ABSTRACT**

**Setyawan. 2018. The Influence of Relationship Marketing to Loyalty that is Mediated by Patient Satisfaction in the UPT Puskesmas Jeruk Pacitan Regency, Study Program D-IV Health Analyst, Faculty of Health Sciences, Universitas Setia Budi Surakarta.**

This study aims to examine the role of customer satisfaction mediation in relationship marketing and customer loyalty. Customer satisfaction has a role as a mediator variable on the relationship between relationship marketing and customer loyalty, thus customer satisfaction strengthens the relationship between relationship marketing and customer loyalty.

Data were obtained through questionnaires distributed to patients who visited the Jeruk Health Center. The contents of the questionnaire are statements that correspond to indicators of relationship marketing variables, patient satisfaction, and patient loyalty. The sampling technique used was purposive sampling with a population of orange health center patients as many as 198 respondents. Hypothesis testing was done by using regression analysis using the SPSS 17.0 program.

The results of this study indicate the relationship marketing has a significant effect on customer satisfaction, customer satisfaction insignificantly affect on customer loyalty, relationship marketing insignificantly affect on customer loyalty, and customer satisfaction doesn't reinforce the influence of relationship marketing on customer loyalty

Keywords: Relationship marketing, patient satisfaction, patient loyalty