MODEL AND SIMULATION ANALYSIS OF CUSTOMER LOYALTY FOR MEDICAL CHECK UP SERVICE USING SEM AND SYSTEM DYNAMIC APPROACH (STUDY CASE: PRODIA CLINICAL LABORATORY)

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Abstract

Customer loyalty is very important in marketing influence. Marketers are expecting to retain customers in the long term, even if perhaps forever. Therefore this research wants to examine the factors that affect customer loyalty in the Prodia Clinical Laboratory who have problems with the number of customers lost in the year 2008 until 2009. These factors are perceived branch, perceived price, perceived quality, perceived value, image, customer satisfaction and customer loyalty. The data were obtained using a questionnaire to 100 respondents which are divided into two groups, which lost customers and new customers. The data obtained were then analyzed by using the technique of Structural Equation Modeling (SEM) to assess the influence between the latent variables to customer loyalty.

The Results of SEM, there are two variables that directly affect customer loyalty variables are variable customer loyalty and image. Variable customer loyalty is influenced by 0.46 customer satisfaction variables and significant. So also with variable image which has an influence on customer loyalty at 0.33 and significant.

The results of SEM are then used in the simulation of dynamic systems with other supporting variables to determine which scenario is able to increase customer loyalty and increase profits. Results from dynamic system simulation scenario that
provides the most significant impact on improving customer loyalty and increase profits is to reduce the policy scenario profit 20% to 18% in combination with the promotional strategy and the opening of new branches.

Keywords: customer loyalty, structural equation modeling, dynamic system Simulation