

ABSTRACT

The existence of Kosmeto Medik in Dr. OEN SOLO BARU Hospital provide benefits to consumers because of the availability of a complete beauty skin care and accessible to the consumer expectations. But on the other hand, Kosmeto Medik Clinic also have to compete with the other skin care clinics that have been there first in Surakarta, such as the London Beauty Center, Natasha, Larissa. In order to survive and compete in this industry, the hospital is required to be able to create marketing strategies that can make patients become loyal. Beauty clinic services of this kind tend to approach a luxury service that can only be reached by certain circles. These products are relatively high price, so that loyalty becomes very important. By knowing the factors that influence *patient loyalty* will facilitate the hospital in the marketing strategy.

In this study, data collection is carried out through questioner to patients Kosmeto Medik Clinic. Questioner conducted with *convenience sampling method*. The question in the questioner consists of two parts. The first section contains general information of respondents, while the second part contains the respondent's perception assessment variables, including *technical research service quality*, *functional service quality*, *perceived switching costs*, *patient knowledge*, and *alternative attractiveness*. Respondents expressed their perceptions of the questions asked in the questioner using a 6 point Likert scale.

The results showed that the *technical service quality*, *functional service quality*, *perceived switching cost* and *patient knowledge* significantly influence *patient loyalty*. As for the *alternative* variables did not influence *attractiveness* significantly to *patient loyalty*.

With the results of this research, it is expected to be a material judgment that Kosmeto Medik in Dr OEN SOLO BARU Hospital in an effort to create a new policy to maintain the loyalty of patients and to promote these services to consumers.

Keywords: *patient loyalty*, *technical service quality*, *functional service quality*, *perceived switching cost*, *patient knowledge*, and *alternative attractiveness*.