

ABSTRACT

With the importance of health in Indonesia, especially in remote areas, making health services, known as PUSKESMAS which spread in each region, needed by the surrounding community to improve health. PL Sagita is one of the services provided by Puskesmas Garung Wonosobo. PL Sagitas aims to maintain and improve the nutrition of children under five in the village of Garung Wonosobo, so that the health of children under five when growing up can be maintained. This study using the independent variable, Interpersonal Communication and the dependent variable, Customer Loyalty. Determination of the sample using purposive sampling techniques and saturated samples, the number of samples in this study were 63 respondents. The data analysis techniques of this study consist of normality tes, coefficient of determination, Pearson correlation analysis, simple linear regression analysis, and hypotesis testing. Through testing the hypothesis using the t test it is known that the t-count value of 13.594 > from t_{table} (1.669) then H_0 is rejected and H_1 is accepted which means there is an influence of Interpersonal Communication of the Sagita PL Medical Team on Patient Loyalty in Sagita PL Patient Services. The coefficient of determination (r) of 75.2%, which means Interpersonal Communication of the Sagita PL Medical Team gives an influence of 75.2% on the Patient Loyalty of PL Sagita Services while the remaining 24.8% is explained by other variables outside this research model. The correlation coefficient value is 0.867 which means Interpersonal Communication of PL Sagita Medical Team has a positive and very strong relationship to Patient Loyalty of PL Sagita Patient Services.

Keywords: *Interpersonal Communication, Customer's Loyalty, Health*