



**THE INFLUENCE OF TRUST, PRICE, AND FACILITIES  
TOWARD CUSTOMER LOYALTY MEDIATING BY  
CUSTOMER SATISFACTION AT MANADO XX HOSPITAL,  
NORTH SULAWESI**

**UNDERGRADUATE THESIS**

**Submitted as one of the requirements to obtain  
Sarjana Manajemen**

**By:**

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**FACULTY OF BUSINESS  
MANAGEMENT STUDY PROGRAM  
CIKARANG  
MARCH, 2023**

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## ABSTRACT

This research was conducted at Manado XX Hospital, North Sulawesi to determine the effect of marketing which includes price, trust, and facilities, on customer loyalty through customer satisfaction. This study uses a quantitative variable method. This Hospital was established primarily for the purpose of treating critical illnesses. XX Hospital is present to lead and reach out, as well as to serve all of society and to provide crucial health service access to international quality experts, etc. Achieving and providing customer satisfaction is very important if the Hospital wants to increase customer loyalty. Both quantitative and survey methodologies were used to collect data. Questionnaires were distributed via Whats app and Instagram to customers who had visited Manado XX Hospital, North Sulawesi. This study involved 307 respondents by using non-probability Convenience Sampling technique. SmartPLS is used for data evaluation and hypothesis testing. This study found that Trust, Price, and Facilities influence Customer Loyalty mediating by Customer Satisfaction. It also found that Trust, Price, and Facilities can directly influence Customer Satisfaction, as well as Customer Satisfaction influences Customer Loyalty at Manado XX Hospital, North Sulawesi.

**Keywords:** Trust, Facilities, Customer satisfaction, Customer loyalty



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Cikarang, 8th March 2023

A handwritten signature in black ink, appearing to read 'Angel Jan Sarwono', with a stylized flourish at the end.

Researcher,

Angel Jan Sarwono

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