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## APPENDICES

### 1.1. Questionnaire – English and Indonesian Version

Section 1 of 9

#### The impact of location, brand image, trust, price, and facility toward customer loyalty through customer satisfaction at Manado Siloam Hospital

My name is Angel Jan Sarwono, and I am from President University. I am conducting research for my thesis on "The impact of trust, price, and facility toward customer loyalty through customer satisfaction at Manado Siloam Hospital". The questionnaires will only take more or less 5 minutes to fill out the questions. I would like to express my deepest gratitude to the respondents who have helped me fill out the questionnaires.

- The following questions are asked only for observation of the services provided by Manado Siloam Hospital.
- All data will be intensely kept secret. Thank you for your participation.

.....

Nama saya Angel Jan Sarwono dan saya dari President University. Saya sedang melakukan penelitian untuk tesis saya tentang "Pengaruh lokasi, citra merek, kepercayaan, harga, dan fasilitas terhadap loyalitas pelanggan melalui kepuasan pelanggan di Rumah Sakit Siloam Manado". Kuesioner terdiri dari 25 pertanyaan sederhana dan hanya akan memakan waktu kurang lebih 5 menit untuk mengisi pertanyaan, saya ingin mengucapkan terima kasih yang sebesar-besarnya kepada responden yang telah membantu saya mengisi kuesioner

- Pertanyaan-pertanyaan berikut diajukan hanya untuk observasi atas layanan yang diberikan oleh Rumah Sakit Siloam Manado.
- Semua data akan intens dirahasiakan. saya berterima kasih atas partisipasi Anda

Your full name \*

Short answer text

Domicile (Domisili) \*

- Manado
- Other...

Age/Usia? (Years/Tahun) \*

- 24 - 29
- 30 - 34
- 35 - 39
- 40 - 44
- 45 - 49
- 50 - 54

Gender (Jenis Kelamin) \*

- Male (Pria)
- Female (Wanita)

Visit Time (Waktu Berkunjung) \*

- One Time (Satu Kali)
- Two Times (Dua Kali)
- Three Times (Tiga Kali)
- More Than Three times (Lebih dari 3 Kali)

Section 2 of 7

Trust



Description (optional)

Manado Siloam Hospitals serve patients 24 hours (Rumah sakit melayani pasien selama 24 jam) \*

1    2    3    4    5

Strongly Agree (Sangat setuju)

Strongly Disagree (Sangat tidak setuju)

The Manado Siloam hospital explains clear and correct information based on the patient's complaints and examination results. (Rumah sakit menjelaskan informasi yang jelas dan benar berdasarkan keluhan dan hasil pemeriksaan pasien) \*

1    2    3    4    5

Strongly Agree (Sangat Setuju)

Strongly Disagree (Sangat tidak setuju)

The Manado Siloam hospital provides a sense of comfort during treatment. (Rumah sakit memberikan rasa nyaman selama pengobatan) \*

1    2    3    4    5

Strongly Agree (Sangat Setuju)

Strongly Disagree (Sangat tidak setuju)

The Manado Siloam hospital accepts patients who use BPJS health or other health insurance for patients (Rumah sakit menerima pasien yang menggunakan BPJS kesehatan atau jaminan kesehatan lain untuk pasien) \*

1    2    3    4    5

Strongly Agree (Sangat Setuju)

Strongly Disagree (Sangat tidak setuju)

Section 3 of 7

Price

P 1 - 3

The price offered by Manado Siloam hospital is in accordance with the benefits received by the patient (Rumah sakit siloam Manado memiliki harga yang lebih terjangkau jika dibandingkan rumah sakit lainnya)

1    2    3    4    5

Strongly Agree (Sangat setuju)

Strongly disagree (Sangat tidak setuju)

The price offered by Manado Siloam hospital is affordable by the patient's purchasing power (Harga yang ditawarkan rumah sakit terjangkau oleh daya beli pasien)

1    2    3    4    5

Strongly Agree (Sangat setuju)

Strongly disagree (Sangat tidak setuju)

With BPJS, Manado siloam Hospital mobilizing patients for treatment (Dengan BPJS maka memobilisasi pasien untuk berobat)

1    2    3    4    5

Strongly Agree (Sangat setuju)

Strongly disagree (Sangat tidak setuju)

Section 4 of 7

Facilities



F 1 - 3

The Manado Siloam hospital has complete and modern facilities (Rumah sakit memiliki fasilitas yang lengkap dan modern)

1    2    3    4    5

Strongly Agree (Sangat setuju)

Strongly disagree (Sangat tidak setuju)

Each patient's inpatient room at Manado Siloam hospital has a communication device to contact the medical team (Setiap ruang rawat inap pasien memiliki alat komunikasi untuk menghubungi tim medis)

1    2    3    4    5

Strongly Agree (Sangat setuju)

Strongly disagree (Sangat tidak setuju)

Manado Siloam Hospital Having qualified doctors and nurses (Memiliki dokter dan perawat yang mumpuni)

1    2    3    4    5

Strongly Agree (Sangat setuju)

Strongly disagree (Sangat tidak setuju)

Section 5 of 7

Customer Satisfaction

CS 1 - 3



I am satisfied with the medical services of the Manado Siloam Hospital (Saya puas dengan layanan kesehatan dari rumah sakit) \*

1      2      3      4      5

Very Satisfy (Sangat puas)

Very Unsatisfy (Sangat tidak puas)

The medical treatments I got from Manado siloam hospital are successful (Perawatan medis yang saya dapat berhasil) \*

1      2      3      4      5

Very successful (Sangat berhasil)

Very Unsuccessful (Sangat tidak berhasil)

The medical services from Manado Siloam Hospital have fulfilled my requirements (Layanan medis telah memenuhi persyaratan saya) \*

1      2      3      4      5

Strongly agree (Sangat setuju)

Strongly disagree (Sangat tidak setuju)

Section 6 of 7

Customer Loyalty

CL 1 - 4

I will Recommend Manado Siloam hospital to friends (Saya akan merekomendasikan rumah sakit ini kepada teman - teman saya) \*

1    2    3    4    5

Strongly Agree (Sangat setuju)

Strongly Disagree (Sangat tidak setuju)

I Will Say positive things about Manado Siloam hospital to other people (Saya akan menyampaikan hal baik terkait rumah sakit ini kepada orang lain) \*

1    2    3    4    5

Strongly Agree (Sangat setuju)

Strongly disagree (Sangat tidak setuju)

I Will Continue to seek medical services from Manado Siloam Hospital hospital (Saya akan terus mencari layanan kesehatan di rumah sakit ini) \*

1    2    3    4    5

Strongly agree (Sangat setuju)

Strongly disagree (Sangat tidak setuju)

I will Refuse to change to another hospital (Saya akan menolak untuk berpindah ke rumah sakit lain) \*

1    2    3    4    5

Strongly Agree (Sangat setuju)

Strongly disagree (Sangat tidak setuju)

## Appendix 2

## **1.2. Questionnaire Responses - Result**

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