

The Effect of Satisfaction on Service Quality and Promotion toward Client Loyalty of UPT Puskesmas and IB Kota Pariaman

Marini Jamal¹, Susi Evanita², Rahmiati³

¹Universitas Negeri Padang, Padang, Indonesia, ✉ marinijamals2@gmail.com

²Universitas Negeri Padang, Padang, Indonesia, ✉ susievanita@gmail.com

³ Universitas Negeri Padang, Padang, Indonesia, ✉ rahmifeunp@gmail.com

Abstract

The purpose of this study is to analyze 1) the effect of satisfaction on service quality toward loyalty, 2) the effect of promotion toward loyalty, 3) the effect of satisfaction on the service quality and promotion simultaneously toward loyalty. The type of this study is causality research. The population of this study is all the people who use the services of UPT Puskesmas and IB Kota Pariaman. The sample size of this study is 100 respondents. The variables of this study are satisfaction on service quality and promotion as independent variables and loyalty as the dependent variable. The sampling technique using accidental sampling. Data collection is done by filling out questionnaires, and data analysis techniques used to test hypotheses is multiple linear regression. The results of this study found that: 1) The satisfaction on service quality has a significant effect toward loyalty. It means that loyalty is influenced by satisfaction on service quality positively. The higher the level of client satisfaction on service quality, certainly it will increase client loyalty. 2) Promotion has a significant effect toward loyalty. This means that loyalty is positively influenced by promotion. The more routine the form of promotion carried out; it will certainly increase client loyalty. 3) The satisfaction on service quality and promotion together has a significant effect toward loyalty. The higher the level of client satisfaction on service quality and also supported by effective promotional activities, it will certainly increase client loyalty.

Keywords: The Satisfaction on Service Quality, Promotion and Loyalty.

Introduction

Along with the development of an increasingly advanced era, public services are really needed. Public service is one of the responsibilities of government agencies both at the central and regional levels. The implementation of public service is one of the functions of the government in facilitating the community in using their rights and obligations. In servicing doing by government institutions, community satisfaction will be fulfilled if what is given by government institutions in accordance with what community expect. If the community feels satisfaction with the services provided, it will certainly cause a sense of loyalty.

Now a days, public service has become a central issue where it has forced government institutions and the community to improve performance in its implementation. The public service sector is an effort to fulfill the needs and basic rights of the community. Public services are defined as obligations that must be carried out by the Government to fulfill the rights of community. This is related to article 1 of the Law on Public Services, Law of the Republic of Indonesia Number 25 of 2009, where public service is an effort to fulfill administrative service needs held by public service providers.

The existence of Puskesmas in Pariaman city began in 2004, which at that time was still called Integrated Poskeswan. Since 2006 the Poskeswan and Pos IB offices were built through the DAK Non DR funds, and also determined by the Mayor's Decree Number 267 / KEP / WAKO / 2006 concerning the establishment of Poskeswan as an integrated livestock service. As time went by, the Pariaman City Government established the Integrated Poskeswan in Pariaman city to be the Technical Implementation Unit (UPT) of the Animal Health Post and IB Post through Perwako Number 5 of 2008. In carrying out the duties and functions, the Poskeswan and IB Post refer to the Minister of Agriculture Regulation No. 64 / Permentan / OT.140 / 9/2007. Based on the regulations, there was a

mentioning change from Poskeswan to Puskesmas. It refers to the central government's policy that makes Puskesmas the spearhead in animal health services and making the role of Puskesmas becomes very strategic.

Thus, it is expected that UPT Puskesmas is able to provide excellent, superior and quality services because at this time all the Puskesmas and IB in all regencies or cities are competing to improve the quality of their services. This means Puskesmas and IB must be able to provide quality services to win the tight competition between Puskesmas and IB. Client satisfaction is in turn expected to make client loyal to still using services of animal health services in their needs for next times. At this time, Puskesmas UPT and IB have competitor namely veterinary practice clinics in Pariaman city, there are 3 veterinarian clinics in Pariaman city where these private practice clinics also carry out animal health services both primitively, preventively, curatively and rehabilitative. The provision of services carried out by personal practices of veterinarians in all types of services (promotive, preventive, curative and rehabilitative) is subject to fees in the use of services. Where as in the implementation of Puskesmas, fees can be charged for the amount and procedure regulated and further stipulated by regency or city regulations based on statutory provisions. While the Puskesmas services carried out in the context of implementing an outbreak control program and or the incidence of infectious animal diseases in its working area is free of charge.

The following are data on daily service developments Puskesmas in Pariaman city for the period 2013 to 2018.

Table 1 Data on Daily Services for Puskesmas in Pariaman city for Period 2013-2018

No	Year	Number of Services (Clients)	Percentage of Change (%)	Revisit (Client)	Repeated Percentage (%)
1	2013	417	-	20	4.80
2	2014	505	21,10	31	6.14
3	2015	1.747	245,94	42	2.40
4	2016	339	(80,60)	28	8.26
5	2017	340	0,29	36	10.59
6	2018	602	77,06	45	7.48

Source: UPT Puskesmas and IB Kota Pariaman, 2019

Based on the data, it shows that there are fluctuations in the number of cases handled by Puskesmas in Pariaman city from 2013 to 2018, where the number of services have increased and been decreases in certain years. Furthermore, it can be seen that the number of revisit client is relatively small, ranging from 2.40 - 10.59%. This indicates a relatively low client loyalty towards Puskesmas in Pariaman city.

High and low levels of client loyalty are certainly influenced by many factors. The writer suspects that the possible factors that can affect the clients loyalty of Puskesmas in Pariaman city are the satisfaction on service quality and promotion. The writer's assumption that the higher the level of client satisfaction on service and supported by a vigorous promotion, it will certainly encourage increased client loyalty (Tjiptono, 2011; Kotler, 2011; Lupiyoadi, 2013; Hurriyati, 2010).

In order to show the service quality its services to the wider community, the institution should be able to establish good relations with the users of its services. Therefore the institution must further improve the services they provide to their clients. By paying attention to the services quality provided to community, the institutions will become relatively affordable, and it can provide the good quality services to the community. Then the service itself should be transparency, participation and accountability. Nowadays, community is open in giving criticism to the government in public services, so the government has a role in regulating and directing all activities in achieving goals in improving the service quality to the community.

In addition, factor that is thought to influence client loyalty is promotion. Hurriyati (2010: 73) explains that the more effective the promotional mix is conveying information, of course, the higher it increases clients loyalty. According to Tjiptono (2011: 89), promotion is one of the determinants of clients' loyalty. Promotion is a form of marketing communication, which is a marketing activity that seeks to disseminate information, influence or persuade and or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products or services offered by the company concerned. The main purpose of promotion is to inform, influence and persuade and remind target customers about the company and its marketing mix.

Theoretical Review

Loyalty

Griffin (2011: 148) expresses the definition of client loyalty as follows: "Customer Loyalty is deeply held commitment to rebuy or patronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior."

According to Kotler and Keller (2012: 175), loyalty is a strong commitment to buy or subscribe again to certain products or services in the future despite the influence of the situation and marketing efforts that have the potential to cause behavioral shifts.

Peter and Olson (2014: 126) argue that customer loyalty is a behavioral impulse to make purchases repeatedly and to build customer loyalty to a product or service produced by the business entity that requires a long time through a purchasing process that occurs repeatedly.

According to Hasan (2013: 93) the main factors that influence customer loyalty are:

- 1 Customer Satisfaction.
Customer satisfaction is considered a strong predictor of customer loyalty including positive recommendations, repurchase intention and etc.
- 2 Product or Service quality
The product or service quality is strongly related to customer loyalty. Quality increases sales and market share, and directs or leads consumers towards loyalty.
- 3 Brand Image
The brand image appears to be a determining factor in the loyalty of participating customers and raising or building a more positive corporate image.
- 4 Perceived value
The perceived value is a comparison of benefits perceived and costs incurred by the customer treated as a determinant of customer loyalty.
- 5 Trust
Trust is defined as a perception of trust in the reliability of a company that is determined by a systematic confirmation of expectations of a company's offer.
- 6 Customer relationship
Relational customer is defined as customer perceptions of the proportionality ratio of cost and benefit, the ratio of costs and benefits in a continuous and reciprocal relationship.
- 7 Switching costs
In relation with customers, this switching cost becomes a retaining or self-controlling factor from the transfer of product suppliers and perhaps the customers become loyal.
- 8 Reliability
Reliability is not only limited to its ability to create superior value for customers, but also includes all aspects of organizational achievement related to public appreciation of the company directly impacting customer loyalty.

Besides, Hasan (2013: 85) states that loyal customers at least show characteristics such as:

- 1 There are the purchase sequence and the proportion of purchases, or the probability of the purchase

- 2 The level or size of the customer's closeness to a product or service.
- 3 There are positive feelings about the product or service.
- 4 The regular use of the same product or service.

Service Quality

According to Tjiptono (2011: 51), quality is a dynamic condition that relates to products, services, people, processes, and environments that meet or exceed expectations. Based on the definition above, it can be concluded that service quality is centered on efforts to meet the needs and desires of customers and the accuracy of delivery to offset customer expectations. This is because service quality must begin with customer needs and end with customer satisfaction and positive perceptions of service quality.

Quality is closely related to customer satisfaction. Quality provides a special impetus for customers to establish long-term, mutually beneficial relationships with the company. This kind of emotional bond enables the company to carefully understand the expectations and integrity of customers. The understanding of service quality according to (Wyekof in Tjiptono, 2011: 59), namely service quality is the level of excellence expected and the control over the level of excellence to meet customer needs.

According to Tjiptono and Chandra (2012: 257), there are several important elements of service quality that must be considered by service providers per company. The elements include:

- 1 Tangible
Tangible is namely in the form of tangible things that are seen by the customer including: the physical completeness of the waiting room, the appearance of officers in dressing, cleanliness of the waiting room, other supporting physical facilities.
- 2 Empathy
Empathy is the sense of empathy of officers in providing service to customers, in the form of attention of officers in providing services, the patience of officers in providing services, understanding customer needs and prioritizing the interests of customers.
- 3 Reliability
Reliability is the reliability level of services provided to customers in the form of: the accuracy of office open schedules, the speed of officers arrival, skills of officers in serving customers, appropriate and accurate services.
- 4 Responsiveness
Responsiveness is the ability and alertness of the officer in helping customers during the service, include: the waiting time that is not too long, the provision of clear information, the speed in services delivery, alertness in handling customer complaints and responses in response to customer requests.
- 5 Assurance
Assurance is the ability of officers in fostering trust and providing a sense of security to customers in the form of: the accuracy in providing services, the professionalism in providing services, security of services

Customer Satisfaction

According to Kotler (2011: 42) customer satisfaction is the result felt by consumers who experience the performance of a company that is in line with their expectations. Customers feel satisfied if their expectations are met, and they will feel very happy if their hopes are exceeded. Satisfied customers tend to stay loyal for longer time, buy more, less sensitive to price changes and the conversation benefits the company. Mowen and Minor (2012: 237) defines customer satisfaction as the overall attitude shown by customers for goods or services that have been obtained and used.

According to Kotler (2011: 57), satisfied or very satisfied customers will do the following:

- 1 Stay loyal and durable.
- 2 Talk to others about things that are good about the company and its products.

- 3 Give a little attention to other brands and less sensitive to prices.
- 4 The cost of service is smaller than the cost of new customer service due to routine transactions.
- 5 Buy more when the company introduces new products and update existing products.
- 6 Offering ideas to the company.

So, it can be concluded that basically the definition of customer satisfaction includes the difference between expectations and performances or the results perceived by customers for the products or services that has been used.

Promotion

Promotion is a business of producers to introduce or socialize their products to the community (consumers) in various ways that are in accordance with business ethics. Alma (2016: 179) states that promotion is a form of marketing activity that seeks to disseminate information, influence or persuade, and remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned.

According to Alma (2016: 183), to carry out promotion can usually be done through four activities or promotional components, namely: advertising, personal selling, sales promotion and publication.

- 1 Personal selling is a form of oral presentation in a conversation with prospective buyers to influence consumer attitudes for sales activities to occur.
- 2 Advertising is non-personal forms of presentations and promotions about ideas, goods and services paid by sponsors to provide information's to the community.
- 3 Publication is a form of requesting non-personal requests for a product, service or idea by using commercial news in the mass media. In publication, the sponsor is not usually directly burdened by certain costs.
- 4 Sales promotion is a marketing activity that is used to encourage purchases by consumers and to streamline the activities of retailers. These activities can be in the form of demonstrations, demonstrations, performances and so on.

According to Tjiptono (2011: 89), promotion is one of the determinants of customer loyalty. Promotion is a form of marketing communication, which is a marketing activity that seeks to disseminate information, influence or persuade and or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products or services offered by the company concerned. The main purpose of promotion is to inform, influence and persuade and remind target customers about the company and its marketing mix.

Promotion is carried out with various promotional activities such as holding advertisements, sales promotion activities, personal marketing, as well as actively establishing relationships with the community or customers which are able to provide marketers or companies with the opportunity to attract consumers to find out the existence of products or services offered, and it is also able to create consumer loyalty (Lupiyoadi, 2013: 52).

Conceptual Framework

1 The Effect of Satisfaction on Service Quality toward Loyalty

Customer satisfaction can be created with the service quality provided by a company exceeding customer expectations and customer perceptions of the value obtained more than the sacrifice made. In other words, the higher the level of service quality and customer perceptions of the value obtained by a product, the greater the satisfaction felt by customers. The satisfaction on service quality shows the company's ability to meet customer expectations about service quality. If the company is able to fulfill the customer's desires, the customer will feel satisfied. The higher the level of customer satisfaction, the higher customer loyalty to the company.

2 The Effect of Promotion toward Loyalty

Promotion is a means to provide information about the products and services offered by Puskesmas. The better and communicative promotions that are carried out, the more people know and become clients of Puskesmas. The more often the frequency of promotions carried out or delivered to the community or clients, the higher it will increase the client's loyalty of UPT Puskesmas and IB Kota Pariaman. If the UPT Puskesmas and IB Kota Pariaman routinely carries out promotional activities in the form of making leaflets, billboards or banners, educational books or comics and radio advertisements as well as socializing to the community, it will certainly increase client loyalty in using the services of UPT Puskesmas and IB Kota Pariaman.

3 The Effect of Satisfaction on Service Quality and Promotion simultaneously toward Loyalty

The satisfaction on service quality and promotion together has a significant effect toward loyalty. This means that loyalty is influenced by satisfaction with the quality of service and promotion together. The higher the level of client satisfaction with service quality and supported by effective promotional activities will certainly increase client loyalty. For more details, the writer conceptually presents a part or scheme about the effect of satisfaction on service quality and promotion toward loyalty, which will be used as guidelines in this study.

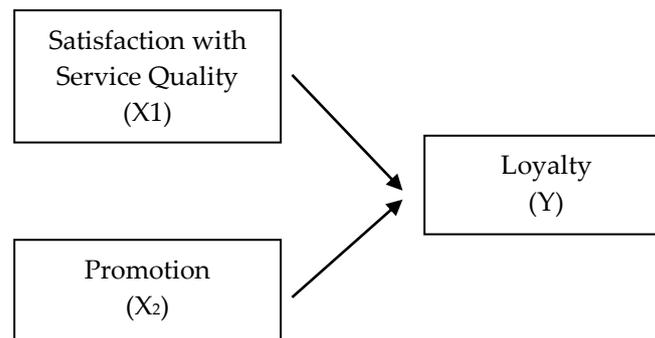


Figure 1. Research Conceptual Framework

Methods

The type of this study is causality research. The population of this study is all the people who using the services of the UPT Puskesmas and IB in Pariaman City. The sample size is 100 respondents. The variables are the satisfaction on service quality and promotion as independent variables and loyalty as the dependent variable. The data analysis technique to test the hypothesis is multiple linear regression.

Research Findings and Discussion

1. Descriptive Variables of Client Loyalty

The following will describe the description of each variable of this study based on the respondents' answers to each statement by interpreting the value of the respondent's achievement level (TCR). Client loyalty referred to in this study is client loyalty to always use the services of UPT Puskesmas and IB Kota Pariaman. Descriptive variables of client loyalty are presented in Table 2 below:

Table 2 Descriptive Variables of Client Loyalty

No	Statement	Number of Statement	Total Score	Average	TCR	Category
1	Make regular visits to UPT Puskesmas	1-3	390	3.90	78.07	Sometimes
2	Buy outside the service line of UPT Puskesmas	4-6	334	3.34	66.73	Sometimes

Table Cont..

3	Recommend UPT Puskewan to others	7-9	369	3.69	73.73	Sometimes
4	Shows immunity from the attractiveness of another UPT Puskeswan	10-12	356	3.56	71.20	Sometimes
Average			378	3.78	72.43	Sometimes

From Table 4.2, the information is obtained that the average score of the client loyalty variable is 3.78 with the respondent's achievement level (TCR) of 72.43%. This shows that the client loyalty variable is **in sometimes** category. Thus, it can be said that the client loyalty of the UPT Puskeswan and IB Kota Pariaman is not yet high or ordinary. It can be confirmed that the client's loyalty to always use the services of UPT Puskeswan and IB Kota Pariaman is not yet high.

2. Descriptive Variable Satisfaction on Service Quality

The satisfaction on the service quality referred to in this study is the level of client satisfaction on services provided by UPT Puskeswan and IB Kota Pariaman. The results of the descriptive analysis of the variable satisfaction on service quality are presented in the following Table 3:

Table 3 Descriptive Variables of Satisfaction on Service Quality

No	Indicator	Item Number	Total Score	Average	TCR	Category
1	Tangibles	1-7	409	4.09	81.86	Satisfied
2	Emphaty	8-12	421	4.21	84.12	Satisfied
3	Reliability	13-17	414	4.14	82.72	Satisfied
4	Responsiveness	18-23	417	4.17	83.43	Satisfied
5	Assurance	24-28	414	4.14	82.84	Satisfied
Variable Average			415	4.15	82.99	Satisfied

Based on the results of data analysis as seen in Table 4.3 above, it can be seen that the average score for the satisfaction variable on service quality is 4.15 with the respondent's achievement level of 82.99%. This shows that the satisfaction variable on service quality is in *satisfied* category. Thus, it can be said that the client feels high satisfaction with the services provided by UPT Puskeswan and IB Kota Pariaman.

3. Descriptive Promotional Variables

The promotion referred to in this study is a socialization activity carried out by UPT Puskeswan in Pariaman city in order to achieve the vision and mission of UPT Puskeswan in Pariaman city. The results of the descriptive analysis of promotional variables are presented in Table 4 below:

Table 4 Descriptive Promotional Variables

No	Indicator	Item Number	Total Score	Average	TCR	Category
1	Advertising	1-5	301	3.01	60.28	Rarely
2	Publicity	6-10	266	2.66	53.16	Never
3	Sales Promotion	11-14	258	2.58	51.65	Never
Variable Average			275	2.75	55.03	Never

Based on Table 4.4, it shows the average score of the promotion variable is 2.75 with the respondent's achievement level (TCR) of 55.03%. This shows that the promotion variable is in the

Never category. Thus, it can be said that in general the client feels that the promotion carried out by UPT Puskeswan and IB Kota Pariaman is not optimal.

Analysis Requirements Test Results

a Normality test

Normality test is intended to test whether the standardized residual values in the regression model are normally distributed or not. Normality test in this study is carried out using the Kolmogorov - Smirnov approach. The results of the normality test can be seen in table 5 below:

Table 5 Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.76966572
Most Extreme Differences	Absolute	.074
	Positive	.043
	Negative	-.074
Kolgomorov - Smirnov Z		.744
Asymp. Sig. (2-tailed)		.638

Based on the results of the normality test as shown in Table 4.5, it is known that the significance value of the residual value is greater than alpha ($0.638 > 0.05$). So, the residual values in the regression model are normally distributed. Thus, the normality test is fulfilled and the research data can be analyzed further by multiple linear regression for hypothesis test.

b Multicollinearity Test

The purpose of multicollinearity test is to test whether the regression model found a correlation between independent variables. A good regression model should not have a correlation between independent variables. To detect the presence or absence of multicollinearity in the regression model is done by a tolerance and variance inflation factor (VIF) approach. The results of the multicollinearity test can be seen in table 6 below:

Table 6 Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 Service	.911	1.098
Promotion	.911	1.098

Based on the table above, the independent variables in this study are declared free from multicollinearity. This is evidenced by the finding of tolerance values for all independent variables greater than 0.10 and the VIF value (variance inflation factor), none of the VIF values above 10.

Multiple Linear Regression Analysis

Multiple linear regression is used to test the effect of independent variables on the dependent variable, namely to examine the effect of variable satisfaction on service quality and promotion toward client loyalty. The results of the analysis of multiple linear regression data can be seen in table 7 below:

Table 7 Results of Multiple Regression Analysis

Bound Variable	Free Variable	Regression Coefficient	t count	Significance
Client	Constant (a)	-1,215		
Loyalty (Y)	The satisfaction on service quality (X ₁)	0,987	4,500	0,000
	Promotion (X ₂)	0,269	2,306	0,023
F count = 17,436				
F sig. = 0,000				
RSquare = 0,264				

Based on the results of data analysis, multiple regression equations can be made as follows:

$$Y = -1,215 + 0,987 X_1 + 0,269 X_2$$

The coefficient values of each variable in the multiple linear regression equation above can be interpreted as follows:

- Constant value of -1,215 indicates the value of client loyalty before or without being influenced by satisfaction on service quality and promotion. If there is no client satisfaction on service quality and promotion, loyalty will decrease by 1,215.
- Regression coefficient satisfaction variable on service quality (X₁) is 0.987 which is positively marked indicating the direction of the effect of satisfaction on service quality toward client loyalty is unidirectional. If client satisfaction on service quality increases, client loyalty will increase by 0.987.
- Promotion variable regression coefficient (X₂) is 0.269 which is positively marked indicating the direction of the effect of promotion toward client loyalty is in the same direction. If promotion increases, client loyalty will increase by 0.269.
- R² (R square) value is 0.264, it can be interpreted that the total of the effect of satisfaction on service quality and promotion together toward client loyalty is 26.4%, while the remaining 73.6% is influenced by other variables which are not included in the model of this study.

From table 7, the summary of the results of hypothesis test can be stated as follows:

- Hypothesis 1
H1: Based on the results of data analysis, the regression coefficient obtained from variable satisfaction on service quality (X₁) is 0.987 which is positive with a significance value of 0,000. The significance value is smaller than alpha (0,000 < 0,05). Thus, the first hypothesis (H1) which states that "Satisfaction on service quality has a significant effect toward client loyalty of UPT Puskeswan and IB Kota Pariaman" is **accepted**.
- Hypothesis 2
H2: Based on the results of data analysis obtained the regression coefficient of the promotion variable (X₂) is 0.269 which is positive with a significance value of 0.023. The significance value is smaller than alpha (0.023 < 0.05). Thus, the second hypothesis (H2) which states that "Promotion significantly influences client loyalty of UPT Puskeswan and IB Kota Pariaman" is **accepted**.
- Hypothesis 3
H3: Based on the results of data analysis, the calculated F value is 17.436 with a significance value of 0.000. The significance value is smaller than alpha (0,000 < 0,05). Thus, the third hypothesis (H3) which states that "The satisfaction on service quality and promotion together has a significant effect toward client loyalty of UPT Puskeswan and IB Kota Pariaman" is **accepted**.

Results and Discussion

1. The Effect of Satisfaction on Service Quality toward Client Loyalty of UPT Puskesmas and IB Kota Pariaman

Based on the results of testing the first hypothesis, it is known that the satisfaction on service quality has a significant effect toward client loyalty of UPT Puskesmas and IB Kota Pariaman. This means that client loyalty is influenced by the satisfaction on service quality positively. The higher the level of client satisfaction on service quality, the higher it will certainly increase client loyalty towards UPT Puskesmas and IB Kota Pariaman.

Based on the findings of this study, it is known that the satisfaction on service quality has a positive effect toward client loyalty of UPT Puskesmas and IB Kota Pariaman. If UPT Puskesmas and IB Kota Pariaman can provide high-quality services to clients, of course, it will support increased client loyalty. This means that the better forms of physical evidence of UPT Puskesmas and IB Kota Pariaman which are supported by the ability to communicate officers in serving clients, such as the skills of officers in handling client complaints, fast service, officers who are responsive to clients, the higher it will certainly encourage an increase in client loyalty.

The findings of this study are supported by the opinion of Griffin (2011: 49) stating that if customer judgments feel good about the quality of service, the customer will reuse (repeat customer), even further they will promote word of mouth to colleagues, siblings and acquaintances, and have immunity from competitors' offers. Furthermore Oliver (1999) states that service quality will have a positive impact on customer loyalty.

The findings of this study are relevant to the results of previous studies which found that the satisfaction on service quality has a significant effect toward loyalty (Abror et al. 2012; Andreassen & Lindestad, 1998; Dewi, 2002; Putra and Raharja, 2012)

2. The Effect of Promotion toward Client Loyalty of UPT Puskesmas and IB Kota Pariaman

Based on the results of testing the second hypothesis, it is known that promotion has a significant effect toward client loyalty at UPT Puskesmas and IB Kota Pariaman. This means that client loyalty is influenced by promotion positively. The more routine promotions carried out, the more it will certainly increase client loyalty towards UPT Puskesmas and IB Kota Pariaman.

Based on the findings of this study, it is known that promotion can positively affect client loyalty of UPT Puskesmas and IB Kota Pariaman. The more often the frequency of promotions carried out or delivered to the community or clients, the further it will increase client loyalty of UPT Puskesmas and IB Kota Pariaman. If the UPT Puskesmas and IB Kota Pariaman routinely carry out promotional activities in the form of making leaflets, billboards or banners, educational books or comics and radio advertisements as well as socializing to the community, it will certainly increase client loyalty in using the services of UPT Puskesmas and IB Kota Pariaman.

The findings of this study are supported by the opinion of Lupiyoadi (2008: 52) which states that promotions are carried out with various promotional activities such as holding advertisements, sales promotion activities, personal marketing, and actively establishing relationships with the community or customer that provides opportunities for marketer or company in attracting consumers to find out the existence of products or services offered, it is also able to create consumer loyalty. Based on the findings of this study, it is also supported by the opinion of Hurriyati (2005: 73) which states that the more effective the promotional mix is to convey information, of course, the more effective it will increase customer loyalty.

The findings of this study are relevant with the results of previous studies which found that the satisfaction on service quality has a significant effect toward loyalty (Pardede and Hadi, 2015; Pourdehghan, 2015; Raymond and Daniel, 2015; Setiawardi, et al., 2013; Wijayanto et al. 2013).

3. The Effect of Satisfaction on Service Quality and Promotion simultaneously toward Client Loyalty of UPT Puskeswan and IB Kota Pariaman

Based on the results of testing the third hypothesis, it is known that the satisfaction on service quality and promotion together have a significant effect toward client loyalty at UPT Puskeswan and IB Kota Pariaman. This means that client loyalty is influenced by the satisfaction on service quality and promotion together. The higher the level of client satisfaction on service quality which are also supported by effective promotional activities, the higher it will certainly increase client loyalty towards UPT Puskeswan and IB Kota Pariaman.

The findings of this study are supported by the opinion of Oliver (1999) which states that service quality will have a positive impact on customer loyalty. The findings of this study are also supported by the opinion of Hurriyati (2005: 73) which states that the more effective the promotional mix to convey the information, of course, the more effective it will increase customer loyalty.

Based on the results of data analysis, it is known that the effect of satisfaction variables on service quality and promotion together toward client loyalty is 26.4%, while the remaining 73.6% is affected by other variables which are not included in the model of this study. This means that the satisfaction on service quality and promotion is quite significant in increasing client loyalty towards the UPT Puskeswan and IB Kota Pariaman.

The findings of this study are relevant on the results of previous studies that found loyalty effected by the satisfaction on service quality and promotion (Abror et al. 2012; Andreassen & Lindestad, 1998; Dewi, 2002; Putra and Raharja, 2012; Pardede and Hadi, 2015; Pourdehghan, 2015; Raymond and Daniel, 2015; Setiawardi, et al., 2013; Wijayanto, et al., 2013).

Based on hypothesis test, it can be summarized the results of hypothesis test as in table 8 below:

Table 8 Recapitulation of hypotheses test results

Hypothesis	Statement	Decision
H ₁	The satisfaction on service quality has a significant effect towards client loyalty of UPT Puskeswan and IB Kota Pariaman	Accepted
H ₂	Promotion has a significant effect towards client loyalty at UPT Puskeswan and IB Kota Pariaman	Accepted
H ₃	The satisfaction on service quality and promotion together have a significant effect towards client loyalty of UPT Puskeswan and IB Kota Pariaman	Accepted

Conclusion

Based on the results of the study, some conclusions can be drawn as follows:

- 1 The satisfaction on service quality has a significant effect toward client loyalty at UPT Puskeswan and IB Kota Pariaman. This means that client loyalty is affected by the satisfaction on service quality positively. The higher the level of client satisfaction on service quality, the higher it will certainly increase client loyalty to the use of UPT Puskeswan and IB Kota Pariaman services. The better form of physical evidence UPT Puskeswan and IB Kota Pariaman which is also supported by the ability to communicate of officers in serving clients, the skills of officers in handling client complaints, fast service, officers who are responsive to clients, so it will certainly encourage an increase in client loyalty.
- 2 Promotion has a significant effect toward client loyalty at UPT Puskeswan and IB Kota Pariaman. This means that client loyalty is affected by promotion positively. The better forms of promotion carried out, the better it will certainly increase client loyalty towards UPT Puskeswan and IB Kota Pariaman. If the UPT Puskeswan and IB Kota Pariaman routinely carries out promotional activities in the form of making leaflets, billboards or banners, educational books or comics and

- radio advertisements as well as socializing to the community, it will certainly increase client loyalty in using the services of UPT Puskesmas and IB Kota Pariaman.
- 3 The satisfaction on service quality and promotion together have a significant effect toward client loyalty at UPT Puskesmas and IB Kota Pariaman. This means that client loyalty is affected by satisfaction on service quality and promotion together. The higher the level of client satisfaction on service quality which is also supported by effective promotional activities, the higher it will certainly increase client loyalty towards UPT Puskesmas and IB Kota Pariaman. The effect of satisfaction variables on service quality and promotion together toward client loyalty is 26.4%, while the remaining 73.6% is affected by other variables which are not included in the model of this study. This means that the satisfaction on service quality and promotion is quite significant in increasing client loyalty towards UPT Puskesmas and IB Kota Pariaman.

References

- Abror, Susi Evanita, Khairul Hidayat. (2012). Pengaruh Kepuasan atas Kualitas Pelayanan dan Citra Merek Terhadap Loyalitas Pelanggan Garuda Indonesia di Sumatera Barat. *Jurnal Kajian Manajemen Bisnis*. 1(1).
- Alma, Buchari. (2016). *Manajemen Pemasaran & Pemasaran Jasa*. Bandung: CV. Alfabeta
- Griffin, Jill. (2011). *Customer Loyalty, Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Jakarta: Erlangga,
- Hurriyati, Ratih. (2010). *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung: Alfabeta
- Hasan, Ali. (2013). *Marketing Dan Kasus-Kasus Pilihan*. Yogyakarta : CAPS (Center for Academic Publishing Service)
- Kotler, Philip. (2011). *Manajemen Pemasaran di Indonesia : Analisis, Perencanaan, Implementasi dan Pengendalian*. Jakarta : Penerbit Salemba Empat
- Kotler, Philip. (2010). *Manajemen Pemasaran*. Edisi tiga belas Bahasa. Indonesia. Jilid 1 & 2. Jakarta : Erlangga
- Kotler, Philip & Keller, Kevin Lane. (2012). *Marketing Management*. Edition 14, Global Edition. Pearson. Prentice Hall
- Lupiyoadi, Rambat. (2013). *Manajemen Pemasaran Jasa Berbasis Kompetensi*. (Edisi 3). Jakarta: Salemba Empat
- Mowen, John C & Minor, Micheal. (2012). *Perilaku Konsumen*. dialihbahasakan oleh Dwi Kartika Yahya. Jakarta : Erlangga.
- Pardede, Ruly Frans dan Hadi, Hamdy. (2015). Pengaruh kualitas produk, merek dan promosi terhadap loyalitas pelanggan rokok. *Journal Manajerial*. 9(1) , 21–30 .ISSN. 1907- 4832
- Peter, J Paul dan Olson, Jerry C. (2014). *Consumer Behavior: Perilaku Konsumen dan Strategi Pemasaran*, Edisi keempat, Erlangga.
- Pourdehghan, Adel. (2015). The Impact Of Marketing Mix Elements On Brand Loyalty: A Case Study Of Mobile Phone Industry. *Marketing and Branding Research*. 2, 44-63
- Putra, Febri Tri Bramasta dan Raharja, Edy. (2012). Analisis pengaruh kualitas pelayanan, harga, dan kepuasan pelanggan terhadap loyalitas pelanggan di bengkel mobil rapiglass autocare semarang. *Diponegoro Journal of Management*. 1(1), 2
- Raymond, Sukamto, Daniel B. Lumintan. (2015). The Impact of Marketing Mix towards Customer Loyalty Mediated by Customer Satisfaction of Blackberry Indonesia. *iBuss Management*. 3(2), 316-324
- Swastha, Basu dan Handoko, T. Hani. (2011). *Manajemen Pemasaran - Analisis Perilaku Konsumen*. Yogyakarta : BPFE.
- Tjiptono, Fandy. (2011). *Strategi Pemasaran*. Edisi 3. Yogyakarta : ANDI.
- Tjiptono, Fandy dan Gregorius Chandra, (2012), *Pemasaran Strategik*. Yogyakarta,. ANDI.

Wijayanto, Bebet. Apriatni Endang P. Sari Listyorini. (2013). Pengaruh Bauran Ritel Terhadap Loyalitas Konsumen Di Supermarket Sri Ratu Peterongan. *Diponegoro Journal Of Social And Politic*. 1-10