ABSTRACT

The research was held in patient at on the maternity Rumah Sakit Umum Daerah Sumedang. *The phenomena abaout of service quality and after sales service were good. So many strategic that used attract consumer for their loyalty, example giving their after sales service, so they referedto that hospital. This research goal's for knowing the respon of respondences to the service quality and after sales service at on the maternity* Rumah Sakit Umum Daerah Sumedang, *knowing the customer's loyalty and for knowing how much effect the service quality and after sales service to customer's loyalty in on the maternity* Rumah Sakit Umum Daerah Sumedang.

The method used in this study is qualitative and quantitative method. The unit of analysis in this study is consumer who had birth and pregnancy checking as much 480 with a sample size of 100 respondent. The test statistic used is the calculation of Pearson correlation, regression analysis, correlation, coefficient of determination, hypothesis testing, and also use the help of an application program SPSS 17.0 for windows.

Research result was shown that the criteria of cosumer loyalty at on the maternity Rumah Sakit Umum Daerah Sumedang *generally were good, for service quality were very good and after sales service shown good but for responsive indicator still have a late ness of birth certificates. The effect of service quality and after sales service have a positive and significant impact customer's (patient) loyalty at on the maternity* Rumah Sakit Umum Daerah Sumedang.

Keywords : service quality, after sales service, customer loyalty.