

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh dimensi – dimensi *Relational Benefits* yaitu *Social Benefits*, *Confidence Benefits* dan *Special Treatment Benefits* terhadap *Customer's Perspective*. Dalam penelitian ini, objek yang digunakan adalah Erha Dermatology, Surabaya.

Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran kuisisioner. Responden yang diperlukan dalam penelitian ini sebanyak 150 responden yang pernah berkunjung di Erha Dermatology minimal 1 tahun. Teknik pengambilan sampel penelitian ini adalah non-probability sampling. Penelitian ini menggunakan pendekatan kuantitatif dengan melalui pengujian secara statistik. Pengujian dilakukan menggunakan metode *Interval Likert* dan *Statistical Product and Service Solutions (SPSS 18.0 for windows)*.

Hasil penelitian menunjukkan bahwa semua dimensi – dimensi *Relational Benefits* yaitu *Social Benefits*, *Confidence Benefits* dan *Special Treatment Benefits* mempunyai hubungan jangka panjang terhadap *Customer's Perspective*.

Kata Kunci : *Service Quality, Relational Benefits, Customers Perspective*.

ABSTRACT

This study aims to identify and analyze the influence of dimensions - dimensions namely Relational Benefits Social Benefits, Confidence Benefits and Special Treatment Benefits to Customer's Perspective. In this study, the object used is Erha Dermatology, Surabaya.

The data used in this study are primary data obtained from questionnaires. Respondents were required in this study were 150 respondents who had been in Erha Dermatology at least 1 year. The sampling technique of this study was non-probability sampling. This study uses a quantitative approach through statistical testing. Testing is done using a Likert Interval and Statistical Product and Service Solutions (SPSS 18.0 for Windows).

The results showed that all dimensions - dimensions namely Relational Benefits Social Benefits, Confidence Benefits and Special Treatment Benefits have long-term relationship to the Customer's Perspective.

Keywords: Service Quality, Relational Benefits, Customers Perspective.

