ANALYSIS OF FINANCIAL BONDS, SOCIAL BONDS, STRUCTURAL BONDS, AND EFFECT ON CUSTOMER LOYALTY IN WEST HEALTH CENTER IN SURABAYA

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ABSTRACT: *This study aims to provide most of the answers to the problems of the customer relationship services provided to the health center, due to the size of the outside observation and the more down's values on the dimensions of Relationship marketing in West Surabaya-district health centers, a growing number of complaints arising from the customer about the connection service provided to the patient, thus affecting the level of customer loyalty, and therefore researchers will examine issues very krausal to improve the level of health center services relationships and to increase the value of customer loyalty, especially patients in health centers of West Surabaya and will examine the effect of of Relationship Marketing to influence customer loyalty PHC. The sample in this study of 100 respondents were drawn from patients who never seek treatment at each Puskesman Surabaya West of seven (7) where the research that has been determined in the study in West Surabaya. This study uses quantitative and qualitative analysis through methods approaches and multiple linear regression analysis using software SPSS for Windows 20.0, from the findings expected to be found positive results and can reflect the broader quality and certainty in order to help improve the level of Relationship loyalty marketing in the health center of West Surabaya.*

KEYWORD*:* Relationship Marketing, Customer Loyality**.**

INTRODUCTION

Marketing is one of the main activities under taken by the company in order to survive. But in modern marketing paradigm has shifted. Marketing not only creates a transaction to achieve the success of the company, but also to be in a relationship with a customer for a long period (Brilianta R, 2005). Changes in the business world require companies to more quickly respond to changes that occur. The central problem facing companies today is the company in order to attract customers and retain company can survive and thrive. This will be achieved if the company doing the marketing process.

In an effort to attract and retain customers in order to survive and thrive company continue, it is necessary to foster a closer relationship by creating two way communications with managing a mutually beneficial relationship between the customer and the company (Chan S, 2003). The paradigm of thought is called Relationship Marketing. Relationship Marketing is able to deceive the customer wishes to stress the power of information technology to provide customer satisfaction. Coverage includes integrated quality management demands globally.

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Relationship Marketing is defined as something that is interesting, maintain and enhance customer relationships (Berry 1995 in W Sutrisno, 2006). Relationship Marketing is a long-term approach. This is different from transactional marketing approach that is more oriented product term. The purpose of marketing is to get the customer transactional alone, whereas the purpose of relationship marketing is to gain and retain customers. Relationship Marketing is usually more often used in transactional marketing services company while more applicable and suitable for the marketing for companies that produce products manufacturing (1995 Groonroos in Sutrisno W, 2006).

Relationship Marketing can be done or seen through a three-level approach. According to Barry and Parasuraman (1991; 136) thats three levels, namely:
1. **Financial Bonds** (financial bond) is a bond that arises from the existence of financial incentives, among others, in the form of cost savings incurred by the customer, lower prices for customers who have long been the company's customers and other economic benefits.
2. **Social Bonds** (social ties) can build customer prefers but it can be easily imitated by competitors that would be difficult for consumers to differentiate service offerings, because all services are offered almost the same, forming social bonds or business entity for services improving relationships by studying the needs and readiness of the consumers.
3. **Structural Bonds** (structural bonding) is to build structural bond stronger relationships with customers through quality services, through This bond business entity providing the best quality results for customers that consumers feel satisfied.

Through Relationship Marketing strategy is expected to increase consumer loyalty. Consumer loyalty is a positive action made by consumers in the future. High consumer loyalty will demonstrate positive behavior in the company using the same services, willingness to recommend others not to switch to another service. To improve customer satisfaction, we need to add value can be done simply, one of them by increasing the convenience and speed of our services is increasing. The level of satisfaction leads to customer resistance level higher. When customers feel comfortable persist due to the value and service they can, they will be more likely to become loyal customers. This loyalty leads to repeated purchases increased the recommenders and learning.

This study focuses on relationship marketing factors comprising financial bonds, social bonds, and structural bonds at the health center services company that is in the region of West Surabaya. West Surabaya Surabaya as part of the region has a number of health centers and seven General Hospital by 5 Based on data from the population of the city of Surabaya in 2012, the population is located in Surabaya west as much as 2,999 million (BPS, Surabaya in Figures, 2012). With the city of Surabaya RPJMD plan for 2010-2014, which will make the region as an area of West Surabaya structured settlements, services and trade, the need for public service facilities, one of which is the health center, much needed by society?
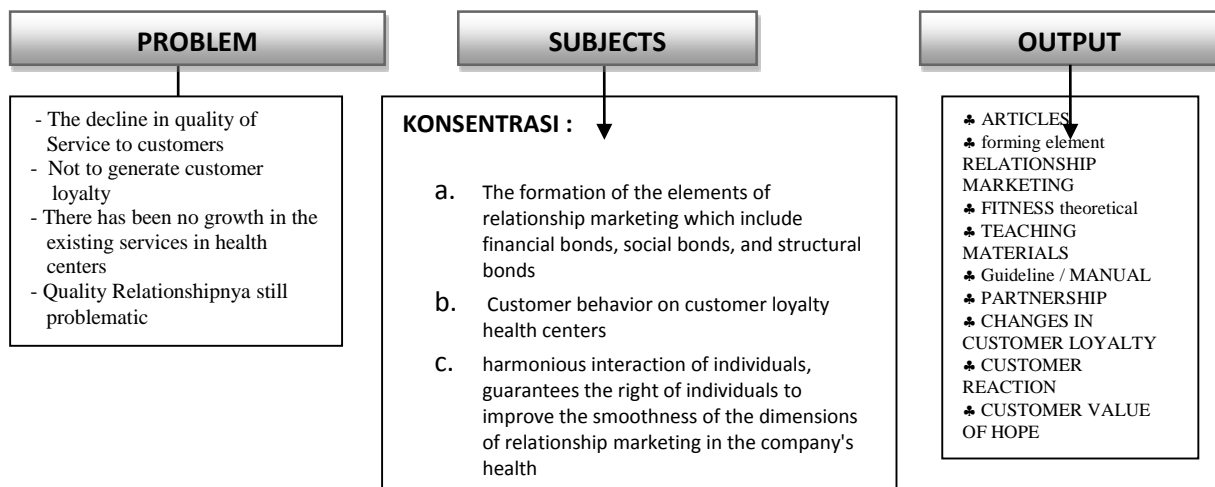
PHC as a company engaged in the services the subscriber has a need for long-term (long term horizon) need to apply any hospitality apply in relation to the existing customer. Puskesmas in West Surabaya area should be aware of the importance of the concept of relationship marketing. This accomplishment by applying Relationship Marketing on the service user. This

concept expects innovation and improvement of facilities in order to create customer loyalty to the health centers in the area of West Surabaya. so as to create a harmonious long-term relationship between the company and the consumer. Health Center is one of the companies working in the health field that are helping or helping the sick. The main problem as health services are many competitors, health centers in the region of West Surabaya required to always maintaining the trust and loyalty of customers. By improving fidelity Relationship Marketing to continuously increases in a relatively long time.

Based on the above, the authors felt it was important to conduct this research with the aim to describe more about the perception of the user community health center services that exist in the region of West Surabaya on the implementation of relationship marketing which include financial bonds, social bonds, and structural bonds, as well as its influence on customer loyalty PHC service users. This study is deemed important because it can provide benefits as a conceptual contribution to government agencies health care providers in an effort to improve customer relations, and discuss considerations for management in making decisions about the relationship of performance improvement in existing-district health centers in West Surabaya.

Research Roadmap

Research on relationship marketing which consists of financial bonds, social bonds, and structural bonds is in line with the roadmap of the research as follows:

PROBLEM	SUBJECTS	OUTPUT
- The decline in quality of Service to customers - Not to generate customer loyalty - There has been no growth in the existing services in health centers - Quality Relationshipnya still problematic	KONSENTRASI : a. The formation of the elements of relationship marketing which include financial bonds, social bonds, and structural bonds b. Customer behavior on customer loyalty health centers c. harmonious interaction of individuals, guarantees the right of individuals to improve the smoothness of the dimensions of relationship marketing in the company's health	♣ ARTICLES ♣ forming element RELATIONSHIP MARKETING ♣ FITNESS theoretical ♣ TEACHING MATERIALS ♣ Guideline / MANUAL ♣ PARTNERSHIP ♣ CHANGES IN CUSTOMER LOYALTY ♣ CUSTOMER REACTION ♣ CUSTOMER VALUE OF HOPE

LITERATURE REVIEW

A health center is an organizational unit that is engaged in the healthcare field who are on the frontline and has a mission as a center for the development of health services, guidance and services that implement a comprehensive and integrated healthcare to communities in a particular work area that has been determined independently in determining activity services but does not include the financing aspect. (Ilham Akhsanu Ridlo, 2008)

PHC is a technical implementation unit (UPT) health districts / cities are responsible for organizing the construction of health in a work area

A. Vision and Mission Health Center

1. Vision Health Center

Vision health development organized by the District Health Center is reaching towards the realization Healthy Indonesia. The District Health indicators:

a. healthy environment
b. healthy behaviors
c. quality health care coverage
d. population health status districts

2. Mission Health Center

a. Moving the sound development of health in the working area
b. Encouraging independence of healthy life for families and communities in the regional works.
c. Maintain and improve the quality, equity and affordability Health services were held.
   Maintaining and improving the health of individuals, families and communities along its environment.

B. The role of PHC

The role of PHC is a spearhead in creating a comprehensive national health, not merely curative and rehabilitative aspects just like in the hospital.

C. Function Health Center

a. As Development Center Public Health in their working area.
b. Fostering public participation in its work area in order to improve the ability to increase healthy life.
c. Providing health services to comprehensive and integrated communities within its jurisdiction. Vision and mission health centers in Indonesia refer to the program Healthy Indonesia. This can be seen also in the MSS (Minimum Service Standards). Minimum Service Standard is a standard with certain limits to measure the performance of the authority relating to the compulsory basic services to the public which includes: the type of service, indicators, and value (benchmark). Implementation of Compulsory Affairs and Minimum Service Standards (UW-SPM) stipulated in the Decree of the Minister of Health of the Republic of Indonesia No. 1457 / Menkes / SK / X / 2003 distinguished by: UW-SPM which shall be convened by all districts and cities in Indonesia and UW-specific SPM is only held by certain counties and cities fit local circumstances. UW-SPM shall include the implementation of primary health care, community organizing nutrition improvement, implementation of communicable disease control, health promotion implementation, etc.. While UW-specific SPM includes occupational health services, prevention and eradication of malaria, etc. This is reinforced by the Indonesian Government Regulation No. 65 Year 2005 on Guidelines for Preparation and Implementation of Minimum Service Standards.

Marketing Services

Marketing services is different from marketing goods manufacturing. Service products includes a variety of activities performed in a variety of situations and conditions. However, services need to be sold and promoted. Information as possible on the service needs to be disseminated to potential users of the service can find the services offered. Although there are different marketing principles remain the basis for the common practice of marketing services. Therefore, the effect on the marketing of good also applies to the marketing of services.

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Some things to consider in implementing marketing strategies oriented consumers are as follows:
1. Determine the basic needs of buyers who will be served and fulfilled.
2. Selecting a particular group of buyers who will be served and fulfilled.
3. Determining the product or service and marketing programs.
4. Conducting research on consumers to measure, assess and interpret the attitudes and behavior of consumer's desire.

Relationship Marketing
There is some argument about the definition of Relationship Marketing as follows: According to Amin Single (2008: 12):

> "Relationship Marketing is the focus on the relationship between the company and its customers based on co-operation and collaboration. Continuous process to implement cooperative and collaborative activities to increase the economic value along with the lower cost ".

According Yoeti (1999: 1):

> "Relationship Marketing is a relational approach (Relational Approach) is now widely applied in developed countries, are usually more concerned with the individual's relationship rather than a relationship together. The reason for this seems to be marketing only way to obtain customer attention, but do not give attention to how to sustain after the transaction finish. Customers allowed another run to the Vendor, without any effort to attract customers that are loyal to company still where consumers first shop to meet their needs "

Customer Satisfaction
Customer satisfaction can be known only after customers use your products and services. In other words, an evaluation of customer satisfaction after comparing what is perceived to his expectations. Zulian Yamit (2005: 78) said that customer satisfaction has become a central concept in the discourse of business and management. According Tjiptono and Chandra (2005: 192) customers generally expect the product in the form of goods or services received and consumed can be enjoyed with a good service or satisfactory. Assauri (2003: 28) explaining customer satisfaction can shape perceptions and then be able to position products in the eyes of customer. From these explanations can be concluded that customer satisfaction is the result (*outcome)* on the user perceived the products and services of equal or exceeding expectations.

Customer Loyalty
 Loyal customers can increase revenues continuous entity, and this is very important if the degree of repeated purchases is very high. Selling products or services to existing customers will be 4-7 times cheaper compared with selling new customers. Loyal customers will provide greater opportunities for businesses to increase sales and provide long-term income (Goni, www.atmajaya.ac.id 2005). Definition of loyal customers according to Griffin (2003):

"A loyal customer is one WHO the make regular repeat purchases, purchases across product lines and services, and other refers demonstrates and immunity to the pull of the competition." This means that the customer is a loyal customer who has, among others, make repeat purchases on the same business entity, buy the product lines and services offered by the same business entity and inform others about the satisfactions derived from business entities and showed immunity to the bids of competitors business entity. Kotler and Armstrong (2006) states: "And the best approach to the customer pretention is to deliver high customer satisfaction and value that result is customer loyalty". The best approach is to maintain the highest satisfaction and value to customers that will generate loyal customers.

Figure 1 : Conceptual Framework Research Model
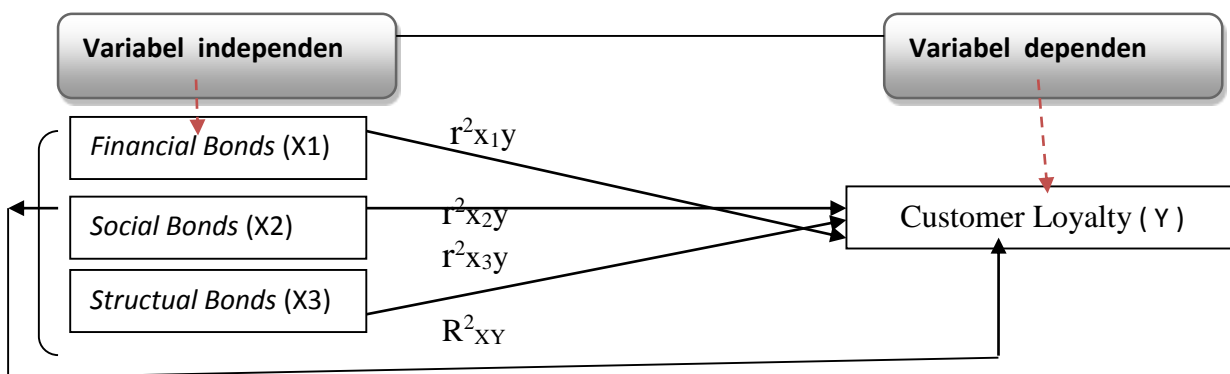
DATA AND METHODOLOGY

This study uses regression analysis techniques used in the field of economics and also in other studies. Process analysis is an attempt to determine the answer to the existing problem formulation to prove the truth of the hypothesis made. In analyzing the data of this study to address issues about the analysis of financial consisting Relationship marketing bonds, social bonds, structural bonds and its effect on the customer loyalties-district health centers in the area of West Surabaya.

Stage of research as follows:

1. Ratio analysis is used to describe the descriptive characteristics of the respondents as well as respondents' perceptions about financial bonds, social bonds, structural bonds and financial influence bonds, social bonds, structural bonds and loyalties at PHC. The results measured by percentage.

2. Different test ANOVA analysis is used to determine the average difference is significantly on the perception of respondents in each of the health center about financial bonds, social bonds, structural bonds and bonds financial influence, social bonds, structural bonds and loyalties at PHC.

3. Multiple linear regression if there is one dependent variable, but more than one independent variable. This analysis is used to test the effects that arise due to a causal relationship. The analysis equation can be written as follows:

$$Y = a + b_1 (X1) + b_2 (X2) + b_3 (X3) + e$$

Description:
Y = Customer Loyalty
a = constanta
b1 - b3 = coefficient regression of each independent variables
X1 = Financial Bonds (financial commitment)
X2 = Social Bonds (social ties)
X3 = Structural Bonds (structural bonding)

In this equation Y is the dependent variable (the dependent variable) while X is the independent variable (the independent variable). Meanwhile, to determine the influence of independent variables on the dependent variable using the results of the analysis of determinant coefficient (R^2 / r^2)

4. F test is used to test whether or not the influence of data from all independent variables together (simultaneously) to the independent variables.
5. T Test is used to test the data whether or not the influence of all independent variables on the dependent variable partially. By using the probability of error of 5%, then if the results of the test F or T test is less than 5% means no significant effect either simultaneously or partially between the free variables to the dependent variable
6. Test classical assumptions used to determine whether our data if the data are already in the form of a linear and normal distribution so worthy processed / analyzed using multiple linear regression analysis. To test the assumption of classic covers and reliabilities Test Data Validity of data, test data normality, multikulinerities test, and test heteroskedisities. For the overall analysis above using the statistics software program SPSS for windows 20:00.

RESULTS AND DISCUSSION

Ratio Analysis And Analysis 5.2.1Hasil different test Anova and multiple linear regression Based on the outputs or results of research that has been conducted with SPSS and with a combination of several methods of analysis of the overall effect of disclosure Relationship marketing dimension that consists of financial bonds, social bonds, structural bonds and its effect on the customer loyalties-district health centers in the area of West Surabaya. That the ratio of the results of the analysis there is a balance and balance perception characteristics of each - each respondent in health centers of West Surabaya. Based on the analysis of data from different test ANOVA analysis values are very different from each health center on the disclosure of financial consisting Relationship marketing bonds, social bonds, structural bonds and its effect on the customer loyalities-district health centers in West Surabaya area with 8 assessment study showed Regression testing of the health center are Manukan Kulon Relationship marketing value of the dimension of financial consisting bonds, social bonds, structural bonds very dominant is a structural dimension of bonds because the results showed the greatest value itself of the other variables with significant values 0,000 on customer loyalty, empirically Health Center in Manukan Kulon stronger relationships with customers through quality services, so that customers feel satisfied with the trust given by the health center so that the proven positive effect on the level of loyalty relationship marketing dimension. Regression analysis findings are very different from the effect of the disclosure dimension Relationship marketing is Sememi health center, health center Asemrowo tamarind, PHC Manukan Kulon,

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Benowo health centers, health centers ejection temple that shows the value of the unstandardized Coefficients was more dominant to the other independent variables are the dimensions of the Financial bonds empirically respondents or more responsive to customer dimension of Financial bonds on the other variables and frequencies are extremely varied looks from unstandardized Beta values against values constant Coefficients with significant value 0.000. Shows there is a significant positive effect and has a very strong Correlation to support the hypothesis that the effect of disclosure dimensions on customer loyalty marketing Relationship Health Center West Surabaya and the findings of the research also found in health centers and health center Tanjungsari Balongsari that after Regression tested contained the same value or a very dominant support of variable Relationship marketing on customer loyalty PHC. and can be seen in the table unstandardized Coefficients, empirically Tanjungsari health centers and health centers Balongsari prefer the dimensions of social ties than others because customers can build prefers but it can be easily imitated by competitors that would be difficult for consumers to differentiate service offerings of other , from the research results that showed a significant positive effect on the dimensions of the Social Customer Loyalty Bonds to the health center. It is proven that the value indicated is greater than the value of the table shows the significant variation in this analysis, meaning that the possibility of identifying the existence of the value of a moderator variable that affected the results. From the results of this study are expected Tanjungsari health centers and health centers in order to keep the dimension Balongsari Relationship marketing like this, the company gradually began requiring reliable human resources, especially those that have a positive character to customers and support a good data base can also increase the dimensions of Relationship marketing that will affect Customer Loyalty PHC level.

Analysis of Test Results In Simultaneous F and T Test
 Based on the results of the analysis jointly testing (Test F) and individual analysis (t test) show the results of the data of the effect on customer loyalty marketing Relationship Health Center of West Surabaya F test that showed her very differently in providing support for the hypothesis that table F-test analysis of PHC Manukan Kulon obtained F count of 12,260 with a 95% confidence level (α = 0.05) then the table is equal to 3.161 f (df 1 = 4-1 = 3 and df 2 = 24-2-1 = 21). Because the calculated F is greater than F table (217.940> 3.161). Thus simultaneous Relationship marketing is comprised of financial bonds, social bonds, structural bonds loyalties effect on customers at PHC Manukan Kulon. And test individual states that are known t table at the degree of freedom (df) with α = 0.05 is 2.003. T value variable Financial Bonds for 0.159> t table (2.003), Social Bonds for 0.70> t table (2.003), structural Bonds for 0837> t table (2.003) with a significance value (0.000) <significance level (0.05) , then the alternative hypothesis (Ha) is accepted and rejected the nul hypothesis (Ho). Thus the third partial relationship marketing variables significantly influence the Customer.

Based on the analysis of the F-test analysis table PHC Tanjungsari obtained F count of 37,426 with a 95% confidence level (α = 0.05) then f table is equal to 3.161 (df 1 = 4-1 = 3 and df 2 = 24-2- 1 = 21). Because the calculated F is greater than F table (217.940> 3.161). Thus simultaneous Relationship marketing is comprised of financial bonds, social bonds, structural bonds influence the customer at the health center loyalities Tanjungsari. And test individual states that are known t table at the degree of freedom (df) with α = 0.05 is 2.003. T value for the variable Financial Bonds 0.126> t table (2.003), Social Bonds for 0.372> t table (2.003), structural Bonds for 0.639> t table (2.003) with a significance value (0.000) <significance level (0.05) , then the alternative hypothesis (Ha) is accepted and rejected the null hypothesis (Ho). Thus the third partial relationship marketing variables significantly influence the level of

Customer Loyalty Tanjungsari health center. Based on the F-test analysis of PHC Balongsari obtained F count of 1,238 with a 95% confidence level ($\alpha = 0.05$) then f table is equal to 3.161 (df 1 = 4-1 = 3 and df 2 = 24-2-1 = 21). Because the calculated F is greater than F table (217.940> 3.161). Thus simultaneous Relationship marketing is comprised of financial bonds, social bonds, structural bonds influence the customer at the health center loyalties Balongsari. And test individual states that are known t table at the degree of freedom (df) with $\alpha = 0.05$ is 2.003. Variable t value of 0.153 Financial Bonds> t table (2.003), Social Bonds for 1.466> t table (2.003), structural Bonds amounting to 1,234> t table (2.003) with a significance value (0.000) <significance level (0.05) , then the alternative hypothesis (Ha) is accepted and rejected the nul hypothesis (Ho). Thus the third partial relationship marketing variables significantly influence the level of Customer Loyalty Balongsari health center.

Based on the F-test analysis of PHC Sememi obtained F count of 0.667 with 95% confidence level ($\alpha = 0.05$), but the value is very small variations, then f table is equal to 3.161 (df 1 = 4-1 = 3 and df 2 = 24 to 2-1 = 21). Because the calculated F is greater than F table (217.940> 3.161). Thus simultaneous Relationship marketing is comprised of financial bonds, social bonds, structural bonds influence the customer at the health center loyalties Sememi. And test individual states that are known t table at the degree of freedom (df) with $\alpha = 0.05$ is 2.003. Financial variable t value of 0937 Bonds> t table (2.003), Social Bonds for 0600> t table (2.003), structural Bonds for 1.236> t table (2.003) with a significance value (0.000) <significance level (0.05) , then the alternative hypothesis (Ha) is accepted and rejected the nul hypothesis (Ho). Thus the third partial relationship marketing variables significantly influence the level of Customer Loyalty Sememi health center.

Based on the F-test analysis of PHC Asem Rowo obtained F count of 1,729 with a 95% confidence level ($\alpha = 0.05$), but the value is very small variations, then f table is equal to 3.161 (df 1 = 4-1 = 3 and df 2 = 24 -2-1 = 21). Because the calculated F is greater than F table (217.940> 3.161). Thus simultaneous Relationship marketing is comprised of financial bonds, social bonds, structural bonds influence the customer at the health center loyalties Asemrowo. And test individual states that are known t table at the degree of freedom (df) with $\alpha = 0.05$ is 2.003. Financial variable t value of 1,383 Bonds> t table (2.003), Social Bonds of (-1293)> t table (2.003) but is negative, amounting to 1637 Bonds structural> t table (2.003) with a significance value (0.000) <level significance (0.05), then the alternative hypothesis (Ha) is accepted and rejected the null hypothesis (Ho). Thus the third partial relationship marketing variables significantly influence the health center level Customer Loyalty Asem Social Bonds Rowo only dimension that has a weak influence on customer loyalty.

Based on the F-test analysis of PHC Manukan Kulon obtained F count of 1,385 with a 95% confidence level ($\alpha = 0.05$), but the value is very small variations, then f table is equal to 3.161 (df 1 = 4-1 = 3 and df 2 = 24 -2-1 = 21). because the calculated F is greater than F table (217.940> 3.161). Thus simultaneous Relationship marketing is comprised of financial bonds, social bonds, structural bonds effect on customers at PHC Manukan loyalties Manukan Kulon. And test individual states that are known t table at the degree of freedom (df) with $\alpha = 0.05$ is 2.003. Variable t value of 2.007 Financial Bonds> t table (2.003), Social Bonds for 0.190> t

table (2.003), structural Bonds at (-0418)> t table (2.003) with a significance value (0.000) <significance level (0,05), then the alternative hypothesis (Ha) is accepted and rejected the nul hypothesis (Ho). Thus the third partial relationship marketing variables significantly influence the level of loyalty and Bonds have structural dimension or influence the value of the correlation is weak because of the value of the variable that negative appreciating customer loyalty. Based on the F-test analysis of PHC Benowo obtained F count of 11,139 with a 95% confidence level ($\alpha = 0.05$), but the value is very small variations, then f table is equal to 3.161 (df 1 = 4-1 = 3 and df 2 = 24 to 2-1 = 21). because the calculated F is greater than F table (217.940> 3.161). Thus simultaneous Relationship marketing is comprised of financial bonds, social bonds; structural bonds influence the customer at the health center loyalties Benowo. And test individual states that are known t table at the degree of freedom (df) with $\alpha = 0.05$ is 2.003. Financial variable t value of 3729 Bonds> t table (2.003), Social Bonds for 4.409> t table (2.003), structural Bonds amounting to 3,028> t table (2.003) with a significance value (0.000) <significance level (0.05) , then the alternative hypothesis (Ha) is accepted and rejected the nul hypothesis (Ho). Thus the third partial relationship marketing variables significantly influence the level of Customer Loyalty Benowo health center.

Based on the F-test analysis of PHC Temple Papyrus obtained F count of 12,654 with a 95% confidence level ($\alpha = 0.05$), but the value is very small variations, then f table is equal to 3.161 (df 1 = 4-1 = 3 and df 2 = 24 -2-1 = 21). because the calculated F is greater than F table (217.940> 3.161). Thus simultaneous Relationship marketing is comprised of financial bonds, social bonds, structural bonds loyalties effect on customers at PHC Manukan Kulon. And test individual states that are known t table at the degree of freedom (df) with $\alpha = 0.05$ is 2.003. T value variable Financial Bonds for 0445> t table (2.003), Social Bonds for 0.202> t table (2.003), structural Bonds for 0.178> t table (2.003) with a significance value (0.000) <significance level (0.05), then the alternative hypothesis (Ha) is accepted and rejected the null hypothesis (Ho). Thus the third partial relationship marketing variables significantly influence the health center level Customer Loyalty Temple Papyrus.

Test Results Analysis using Classical Assumption
Based on the results of the normality test can be seen in table analysis and display output "One Sample Kolmogorov-Smirnov Test" of each of the financial variables bonds, social bonds, structural bonds in West Surabaya health center (PHC Benowo, Balongsari health centers, health centers Manukan Kulon, PHC Papyrus , Asemrowo health centers, health centers Tanjungsari, Sememi health centers, health centers Manukan Kulon) figures show that the results of significance (Sig) all on the table Asymp. Sig which according to the criteria Singgih Santoso (2007: 154) can be expressed in normal distribution of data. This is because the significance value is greater than 0.05. Researchers also conducted multicollinearity test by looking at the value of the Variance Inflation Factor (VIF) to the regression model. According to Santoso (2001) in Priyatno (2010: 81), "in general, if the VIF is greater than 5, then the variable has multicollinearity with other independent variables". Conversely, if the VIF value is smaller than 5, then the variable is free from the problem of multicollinearity. Multicollinearity test results can be seen in the statistics table, the table can be seen VIF value for the variable Relationship marketing is comprised of financial bonds, social bonds, structural bonds of the respective health centers spread across the west Surabaya (PHC Benowo,

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Balongsari health centers, health centers Manukan Kulon , PHC Papyrus, Asemrowo health centers, health centers Tanjungsari, Sememi health centers, health centers Manukan Kulon) value is less than 5, then the data of this study are free from multicollinearity assumption.

Diagnosis empirical results support the existence of heteroscedasticity can be detected by test test Glejser. by regressing the absolute value of the residuals against the independent variable. If the significance value> 0:05 means not occur heteroscedasticity means to pass the test. Heteroscedasticity test output results from a table using the test Glejser 4:16 of the respective health centers distributed in health centers of West Surabaya (Benowo PHC, PHC Balongsari, Manukan Kulon health centers, health centers Papyrus, Asemrowo health centers, health centers Tanjungsari, Sememi health centers, health centers Manukan Kulon) shows the value significant which means the significant value> 0.05. Regression model used does not occur between residual heteroscedasticity, heteroscedasticity means pass the test. Priyatno (2010: 83) argues that: "The test of heteroscedasticity is used to determine whether or not the inequality of the residual variance in the regression model. Prerequisites that must be fulfilled in a multiple linear regression model is not a problem of heteroscedasticity. ".

CONCLUDING COMMENTS

This study uses the method in the analysis of the effect between variables. This study uses ratio analysis techniques, different test using ANOVA and multiple linear regression were used in the fields of economics and also in other studies. Process analysis is an attempt to determine the answer to the existing problem formulation to prove the truth of the hypothesis made. In analyzing the data of this study to address issues of financial analysis bonds, social bonds, structural bonds and financial influence bonds, social bonds, structural loyalties bonds to customers in-district health centers in the area of West Surabaya. The empirical findings of the regression analysis in this study shows that in Indonesia a large enterprise more dimensions revealed Relationship Marketing, and no indication of the companies in Indonesia which disclosure dimensions of relationship marketing in addition to assessing the relationship of service, also depends on the size of the Public Health Service services company. This does not mean that small companies Health Services can not express Relationship Marketing, so findings obtained interpreted carefully and should consider that there is empirical evidence that good corporate public health (PHC) large and small healthcare company that reveals dimensions relationship marketing to measure the level of company loyalty healthy community center (PUSKESMAS) in West Surabaya.

LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

This study has its limitation, this study only analyzed the first research that has studied the impact of the disclosure of relationship marketing influence customer loyalty. Research on financial bonds, social bonds, structural bonds and financial influence bonds, social bonds, structural bonds and loyalties at the health center of West Surabaya. Effect of disclosure of relationship marketing to influence customer loyalty level health centers in West Surabaya. Second, this study only analyzed the studies using the ratio method of analysis, different ANOVA, multiple linear regression, simultaneous test and the partial order dimension in the

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study can see its effect on customer loyalty, as mentioned earlier that some of the limitations of the measurement model used for see the effect of the disclosure of relationship marketing on customer loyalty West Surabaya Health Center allows to use the next study.

Third, this study is planned to integrate the results of research studies on the impact of relationship marketing disclosure loyalty level in health centers of West Surabaya conducted over several years. The regression analysis shows that there are some parts of the analysis of variance between studies that can be seen simultaneously relationship between these variables and partial.

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