**PENGARUH *RELATIONSHIP* DAN *SENSORIAL EXPERIENCE* TERHADAP *SWITCHING INTENTION***

PADA PELAYANAN RAWAT INAP DI RUMAH SAKIT IBU DAN ANAK

# Abstrak

Konsumen memiliki *relationship* dan *sensorial experience* pada produk/jasa yang cenderung menggunakan produk/jasa berulang kali. *relationship* dan *sensorial experience* yang dimiliki oleh konsumen terhadap produk/jasa mampu mencegah *switching intention*. Tujuan penelitian untuk mengetahui pengaruh *relationship dan sensorial experience* terhadap *switching intention* pada pelayanan rawat inap di RSIA Puri. Penelitian menggunakan metode kuantitatif *cross sectional*. Populasi pada penelitian adalah seluruh konsumen layanan rawat inap yang sedang dirawat di RSIA Puri. Jumlah sampel sebayak 78 responden ynng ditentukan dengan menggunakan teknik *purposive sampling* dengan kriteria inklusi dan ekslusi. Variabel bebas yaitu *relationship dan sensorial experience,* variabel terikat adalah perilaku *switching intention* konsumen layanan rawat inap di RSIA Puri. Data dianalisis dengan regresi linier berganda. Hasil penelitian secara simultan *relationship* dan *sensorial experience* berpengaruh signifikan terhadap *switching intention* dengan (p<0,005) yang berarti semakin besar penerapan *relationship* dan *sensorial experience* maka *switching intention* konsumen rawat inap akan berubah. Kesimpulan Penelitian ini menunjukkan relationship dan sensorial experience yang dilakukan RSIA Puri berpengaruh terhadap *switching intention* konsumen rawat inap di RSIA Puri.

Kata Kunci: *Relationship, Sensorial Experience* dan *Switching Intention*

# Abstrac

Consumers have relationship and sensorial experience with products/services that tend to use the product/service repeatedly. relationship and sensorial experience that consumers have for products/services can prevent switching intention. The research objective was to determine the effect of relationship and sensorial experience on switching intention on inpatient services at RSIA Puri. This study used a cross sectional quantitative method. The population in this study were all inpatient service consumers who were being treated at RSIA Puri. The total sample size of 78 respondents was determined using purposive sampling technique with inclusion and exclusion criteria. The independent variable is relationship and sensorial experience, the dependent variable is the switching intention behavior of inpatient service consumers at RSIA Puri. Data were analyzed by multiple linear regression. The results of the study simultaneously relationship and sensorial experience have a significant effect on switching intention with (p <0.005), which means that the greater the application of relationship and sensorial experience, the switching intention of inpatient consumers will change. Conclusion This study shows that the relationship and sensorial experience carried out by RSIA Puri affects the switching intention of inpatient consumers at RSIA Puri.

Key word: *Relationship, Sensorial Experience* and *Switching Intention*