

## **ABSTRAK**

*Penelitian ini bertujuan menyelesaikan masalah ketidakkonsistennan pengaruh marketing partnership (partnership commitment, perceived benefit, communication quality) terhadap partnership performance. Konsep baru engagement religious compliance (ERC) ditawarkan sebagai solusi dalam menyelesaikan kesenjangan hubungan marketing partnership dengan partnership performance. ERC merupakan hasil sintesa antara Service Quality, Social Identity Theory serta Partnership Theory.*

*Penelitian ini menggunakan mixed Method, dengan responden sejumlah 45 pimpinan atau yang mewakili Rumah Sakit Islam di Jawa Tengah yang bekerjasama dengan BPJS Kesehatan. Selain itu juga menggunakan lima narasumber yang berasal Rumah Sakit Islam type B, C serta D. Analisis data digunakan analisis kualitatif dan kuantitaif. Analisis kuantitatif digunakan Partial Least Squares - Structural Equation Modeling (PLS-SEM) dengan bantuan paket software Smart PLS versi 3.0.*

*Hasil penelitian menunjukkan bahwa Konsep baru ERC menjadi variabel yang mampu memediasi pengaruh marketing partnership terhadap Partnership Performance. Hal ini dibuktikan dengan semua variabel yang termasuk dalam marketing partnership dapat dimediasi dengan Engagement Religious Compliance dalam mempengaruhi Partnership Performance.*

*Hasil penelitian memberikan sejumlah implikasi manajerial bagaimana meningkatkan Engagement Religious Compliance pada Rumah Sakit Islam sehingga mampu meningkatkan kinerja kemitraan. Peningkatan yang dimaksud adalah melalui peningkatan Partnership Commitment, Communication Quality serta Peningkatan Perceived Benefit*

*Kata Kunci : Marketing partnership, Partnership Commitment, Communication Quality, Perceived Benefit, Engagement Religious Compliance, Partnership Performance*

## **ABSTRACT**

*This study aims to resolve the inconsistency of the effect of marketing partnership (partnership commitment, perceived benefit, communication quality) on partnership performance. The new concept of engagement religious compliance (ERC) is offered as a solution in resolving the relationship between marketing partnership and partnership performance. ERC is the result of a synthesis between Service Quality, Social Identity Theory, and Partnership Theory.*

*This study used a mixed-method and the 45 leaders of Islamic Hospitals in Central Java in collaboration with BPJS Health Care as respondents. Besides, this study used five interviewees who represented Islamic Hospitals types B, C, and D. This study used qualitative and quantitative data analysis. For quantitative analysis, this used Partial Least Squares-Structural Equation Modeling (PLS-SEM) with Smart PLS 3.0.*

*The results showed that the new concept of ERC became a variable that was able to mediate the effect of marketing partnership on Partnership Performance. This is evidenced by all the variables included in the marketing partnership that can be mediated with Engagement Religious Compliance in influencing Partnership Performance.*

*The results of the study provide some managerial implications on how to increase Engagement Religious Compliance in Islamic Hospitals so as to improve partnership performance. The intended improvement is through increasing Partnership Commitment, Communication Quality and Perceived Benefit.*

**Keywords:** *Marketing partnership, Partnership Commitment, Communication Quality, Perceived Benefit, Engagement Religious Compliance, Partnership Performance*