

## SARI

**Putri, Lembayun.** 2016. *Pengaruh Citra Merek pada Niat Berobat Ulang yang Dimediasi Kualitas pelayanan di RS Panti Rapih Yogyakarta*. Skripsi. Program Studi S1 Manajemen. Fakultas Ekonomi. Universitas Setia Budi. Pembimbing I. Drs. Waluyo Budi Atmoko, MM. Pembimbing II. Ariefah Yulandari, SE.,MM.

Dalam upaya bertahan dalam persaingan, maka rumah sakit perlu mempertahankan para pasiennya agar terjaga pendapatan rumah sakit. Salah satu upaya mempertahankan pelanggan adalah menciptakan niat berobat ulang. Niat berobat ulang erat berhubungan dengan citra rumah sakit dan kualitas pelayanan.

Populasi penelitian adalah pasien yang berobat di RS Panti Rapih Yogyakarta. Sampel berukuran 200 responden di RS Panti Rapih Yogyakarta. Data dikumpulkan menggunakan teknik penyampelan *purposive*. Data dianalisis dengan regresi bertingkat (*hierarchycal regression*)

Hasil uji hipotesis mendapatkan citra merek berpengaruh langsung pada niat berobat ulang dan berpengaruh tidak langsung pada niat berobat ulang melalui mediasi kualitas pelayanan.

**Kata kunci :** Citra merek, Kualitas Pelayanan, Niat Berobat Ulang

## **ABSTRACT**

**Putri, Lembayun.** 2016. Effect of Brand Image on Intention to Re-Medication Mediated by Service Quality at Panti Rapih Hospital, Yogyakarta. Tesis. Study Program of S1 Management. Faculty of Economic. Setia Budi University. Supervisor I. Drs. Budi Waluyo Atmoko, MM. Supervisor II. Ariefah Yulandari, SE., MM.

In an effort to survive in the competition, so the hospital needs to maintain the patient to keeps hospital revenue. One effort to retain customers is creating intention to re-medication. The intention to re-medication closely related to the hospital's image and service quality.

The study population was patient who seek treatment at Panti Rapih Hospital Yogyakarta. The sample size of 200 respondents at Panti Rapih Hospital Yogyakarta. Data were collected using purposive sampling technique. Data were analyzed using multilevel regression (hierarchycal regression)

The results of hypothesis test got brand image directly affect on intention to re-medication and indirectly affect on intention to re-medication through mediation of service quality.

Keywords: brand image, service quality, Intention Treatment