INTISARI

Tpoi, Eleonora Junita. 2019. Pengaruh Kesetiaan Merek, Kesadaran Merek dan Kualitas Persepsian Terhadap Citra Rumah Sakit Dimediasi Oleh Ekuitas Merek. Program Studi S1 Manajemen Rumah Sakit. Fakultas Ekonomi. Universitas Setia Budi. Pembimbing I Dr. Waluyo Budi Atmoko, M.M. Pembimbing Ii Finisha Mahaestri Noor, B.Com., M.P.H

Tujuan dari penelitian ini adalah menguji pengaruh kesetiaan merek, kesadaran merek, dan kualitas persepsian terhadap citra rumah sakit dimediasi oleh ekuitas merek. Penelitian ini penting karena mampu menguji signifikan hubungan antara kesetiaan merek, kesadaran merek, dan kualitas persepsian pada citra rumah sakit.

Penelitian ini menggunakan metode penelitian survei melalui kuisioner. Objek penelitian adalah masyarakat yang pernah menggunakan jasa pelayanan di Rumah Sakit Panti Waluyo Surakarta. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan jumlah 200 responden. Alat analisis yang digunakan penelitian ini adalah analisis persamaan struktural (*Structural Equation Modelling*-SEM).

Hasil penelitian menunjukan H1, H2 dan H3 terdukung, sedangkan H4 tidak terdukung. Hasil tersebut memberikan makna bahwa pembentukan citra rumah sakit dipengaruhi oleh kesadaran merek yang tinggi yang membuat konsumen enggan beralih ke rumah sakit lain atau tetap setia pada rumah sakit dengan tetap menjamin ekuitas merek yang tinggi.

Kata Kunci: Promosi, citra rumah sakit, ekuitas merek, kesetiaan merek, kesadaran merek, kualitas persepsian.

ABSTRACK

Tpoi, Eleonora Junita. 2019. Effect of Brand Loyalty, Brand Awareness and Perceived Quality on Hospital Image Mediated by Brand Equity. Study of Hospital Management Program, Faculty of Economy. Setia Budi University. 1st Advisor Dr. Waluyo Budi Atmoko, M.M. 2nd Advisor Finisha Mahaestri Noor, B. Com., M.P.H

The purpose of this study was to examine the effect of brand loyalty, brand awareness, and perceived quality on hospital image mediated by brand equity. This research is important because it is able to test significantly the relationship between brand loyalty, brand awareness, and perceived quality in the hospital image.

This study uses survey research methods through questionnaires. The object of research is the people who have used services at The Panti Waluyo Hospital in Surakarta. The sampling technique uses non-probability sampling with a number of 200 respondents. The analytical tool used in this study is the analysis of structural equations (SEM).

The results showed that H1, H2 and H3 were supported, while H4 was not supported. These results suggest that the formation of hospital images is influenced by high brand awareness that makes consumers reluctant to switch to other hospitals or remain loyal to the hospital while guaranteeing high brand equity.

Keywords: Promotion, hospital image, brand equity, brand loyalty, brand awareness, perceived quality.