

SARI

Hidayati, Wahyu Putri Nur. 2019. Pengaruh Kesadaran Merek, Asosiasi Merek, Dan Kualitas Persepsian Pada Niat Berobat Yang Dimediasi Oleh Ekuitas Merek. program S1 Manajemen. Fakultas Ekonomi. Universitas Setia Budi Surakarta. Pembimbing I. Dr. Waluyo Budi Atmoko, MM. Pembimbing II. Finisha Mahaestri Noor B.Com., M.P.H.

Penelitian ini bertujuan menguji ekuitas merek dalam memediasi pengaruh kesadaran merek, asosiasi merek, dan kualitas persepsian pada niat berobat. Kesadaran merek, asosiasi merek, dan kualitas persepsian yang terjadi dapat menciptakan ekuitas merek yang mendorong niat berobat. Kesadaran merek, asosiasi merek, dan kualitas persepsian akan berdampak positif bagi konsumen berupa meningkatkan ekuitas merek dan niat berobat konsumen.

Data diperoleh melalui kuesioner yang dibagikan kepada konsumen di Surakarta. Teknik penyampelan yang digunakan adalah *purposive sampling* dengan populasi orang yang belum pernah berobat di Rumah Sakit Hermina Surakarta sebanyak 200 responden. Uji hipotesis dilakukan dengan menggunakan analisis SEM.

Hasil penelitian ini menunjukkan bahwa kesadaran merek berpengaruh signifikan terhadap ekuitas merek, asosiasi merek berpengaruh signifikan terhadap ekuitas merek, kualitas persepsian tidak berpengaruh signifikan terhadap ekuitas merek, dan ekuitas merek tidak berpengaruh signifikan terhadap niat berobat.

Kata kunci: kesadaran merek, asosiasi merek, kualitas persepsian, ekuitas merek, niat berobat.

ABSTRACT

Hidayati, Wahyu Putri Nur. 2019. Effects of Brand Awareness, Brand Associations, and Perceived Quality on Treatment Intention Mediated by Brand Equity. S1 Management program. Faculty of Economics. Setia Budi University Surakarta. Advisor I. Dr. Waluyo Budi Atmoko, MM. Advisor II. Finisha Mahaestri Noor B.Com., MPH.

This study aims to test brand equity in mediating the effect of brand awareness, brand association, and perceived quality on treatment intention. Brand awareness, brand association, and perceived quality can create brand equity that encourages treatment intention. Brand awareness, brand association, and perceived quality will have a positive impact on consumers in the form of increasing brand equity and consumer treatment intentions.

Data obtained through questionnaires distributed to consumers in Surakarta. The sampling technique used was *purposive sampling* with a population of people who had never been treated at Hermina Surakarta Hospital as many as 200 respondents. Hypothesis testing is done using SEM analysis.

The results of this study indicate that brand awareness has a significant effect on brand equity, brand association has a significant effect on brand equity, perceived quality has no significant effect on brand equity, and brand equity has no significant effect on treatment intention.

Keywords: brand awareness, brand association, perceived quality, brand equity, treatment intention.