

SARI

Fatrya, Adit. 2017. Pengaruh Citra Merek Klinik Pada Niat Berobat Ulang Melalui Kualitas Pelayanan Dan Kepuasan Pasien (Studi Kasus: Pengobatan Alternatif Mata Khrisna). Program Studi S1 Manajemen. Fakultas Ekonomi. Universitas Setia Budi Surakarta. Pembimbing I. Drs. Waluyo Budi Atmoko, MM. Pembimbing II. Didik Setyawan, SE., MM., M.Sc.

Penelitian ini bertujuan menguji citra merek klinik terhadap niat berobat ulang, berdasarkan fenomena turunnya niat berobat ulang di klinik pengobatan alternatif. Peneliti menggunakan variabel kualitas pelayanan dan kepuasan pasien untuk mengetahui citra klinik pengobatan alternatif sehingga membentuk niat pasien untuk berobat ulang.

Data diperoleh melalui kuesioner yang dibagikan kepada pasien di Klinik Pengobatan Alternatif Mata Khrisna. Teknik penyampelan yang digunakan adalah *purposive sampling* dengan populasi pasien yang pernah berobat ulang sebanyak 100 responden. Uji hipotesis dilakukan dengan menggunakan analisis persamaan struktural (*Structural Equation Modelling* -SEM).

Hasil penelitian ini menunjukkan citra merek klinik berpengaruh signifikan terhadap kualitas pelayanan, citra merek klinik berpengaruh signifikan terhadap kepuasan pasien, citra merek klinik tidak berpengaruh signifikan terhadap niat berobat ulang, kualitas pelayanan berpengaruh signifikan terhadap kepuasan pasien, kualitas pelayanan tidak berpengaruh signifikan terhadap niat berobat ulang, dan kepuasan pasien tidak berpengaruh terhadap niat berobat ulang.

Kata kunci : citra merek, kualitas pelayanan, kepuasan pasien, niat berobat ulang

ABSTRACT

Fatrya, Adit. 2017. *The Influence of Clinical Brand Image On The Therapeutic Intensity Through Quality Of Service And Patient Satisfaction (Case Study: Khrisna Eye Alternative Medicine)*. Faculty of Economic. Setia Budi University. Advisor I. Drs. Waluyo Budi Atmoko, MM. Advisor II. Didik Setyawan, SE., MM., M.Sc.

This study aims to test the brand image of clinic on the intention of re-treatment, based on the phenomenon of his reduction of re-treatment intention at alternative medicine clinics. Researcher use service quality variable and patient satisfaction to know clinical image of alternative medicine so that form patient intention to re-treatment.

Data were obtained through a questionnaire distributed to patients at the Alternative Medicine Clinic of Mata Khrisna. The sampling technique used was purposive sampling with the patient population who had re treated as many as 100 respondents. Hypothesis test is done by using structural equation modeling (SEM).

The result of this research shows the brand image of clinic have significant effect on the service quality, clinical brand image have a significant effect on patient satisfaction, clinic brand image has no significant effect on the treatment intention, the quality of service has a significant effect on patient satisfaction, , And patient satisfaction has no effect on the intention of re-treatment.

Keywords: *brand image, service quality, patient satisfaction, re-treatment intention*