

SARI

Wardani Kusuma, Erviana. 2018. Pengaruh Kualitas Persepsian Pada Ekuitas Merek Yang Dimediasi Oleh Kesetiaan Merek. Program S1 Manajemen. Fakultas Ekonomi. Universitas Setia Budi Surakarta. Pembimbing I. Drs. Waluyo Budi Atmoko, MM. Pembimbing II. Ariefah Yulandari, SE., MM.

Penelitian ini bertujuan menguji kesetiaan merek dalam memediasi pengaruh kualitas persepsian pada ekuitas merek. Kualitas persepsian yang terjadi dapat menciptakan kesetiaan merek yang mendorong ekuitas merek. Kualitas persepsian akan berdampak positif bagi rumah sakit berupa meningkatkan ekuitas merek dan meningkatkan pendapatan finansial.

Data diperoleh melalui kuesioner yang dibagikan kepada pasien di RSUD Dr. Moewardi. Teknik penyampelan yang digunakan adalah *purposive sampling* dengan populasi pasien rawat jalan BPJS maupun non BPJS di ruang Wijaya Kusuma sebanyak 200 responden. Uji hipotesis dilakukan dengan menggunakan analisis regresi bertingkat.

Hasil penelitian ini menunjukkan ekuitas merek berpengaruh signifikan terhadap kualitas persepsian, kesetiaan merek berpengaruh signifikan terhadap kualitas persepsian, kualitas persepsian menjadi tidak signifikan terhadap ekuitas merek setelah kesetiaan merek masuk sebagai mediasi, hal ini berarti kesetiaan merek memediasi sempurna hubungan antara ekuitas merek dan kualitas persepsian.

Kata kunci : kualitas persepsian, kesetiaan merek, ekuitas merek

ABSTRACT

Wardani Kusuma, Erviana. 2018. *The Influence of Perceived Quality On Brand Equity Mediated by Brand Allegiance. Faculty of Economics. Setia Budi University. Advisor I. Drs. Waluyo Budi Atmoko, MM. Advisor II. Ariefah Yulandari, SE., MM.*

This study aims to test brand loyalty in mediating the influence of quality perceptions on brand equity. The perceived quality of perceptions can create brand loyalty that encourages brand equity. Perceptions of quality will have a positive impact on hospitals in terms of increasing brand equity and increasing financial revenues.

The Data obtained through questionnaires distributed to patients in RSUD Dr. Moewardi. Sampling technique used was purposive sampling with outpatient population of BPJS and non BPJS as much as 200 respondents. Hypothesis test is done by using multilevel regression analysis.

The results of this study show that brand equity has a significant effect on the quality of perceptions, brand loyalty has a significant effect on the quality of perceptions, the quality of perceptions becomes insignificant to brand equity after brand loyalty enters mediation, this means brand loyalty mediates perfectly the relationship between brand equity and quality of perceptions.

Keywords: *perceived quality, brand loyalty, brand equity*