



ANALISIS *BRAND EQUITY* RUMAH SAKIT ORTHOPAEDI PURWOKERTO

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ABSTRAK

Latar Belakang : Seiring meningkatnya jumlah rumah sakit di Indonesia menyebabkan lingkungan berubah menjadi lebih dinamis dan kompetitif khususnya bagi rumah sakit swasta. Membangun kekuatan merek dapat menjadi satu solusi untuk dapat memunculkan kesetiaan merek pada pelanggan. Untuk itu perlu dilakukan analisis brand sehingga ditemukan akar masalahnya. Begitu pula di RS Orthopaedi Purwokerto, belum maksimalnya pertumbuhan jumlah pasien dapat disebabkan karena masih lemahnya *brand equity* RSOP dalam persepsi pelanggan.

Tujuan Penelitian : Untuk mengetahui *brand equity* Rumah Sakit Orthopaedi Purwokerto menggunakan elemen *brand equity* sebagai merek tujuan medis berbasis pelanggan.

Metode Penelitian : Menggunakan metode deskriptif analitik dengan pendekatan *crosssectional* yang bersifat kuantitatif. Pengumpulan data menggunakan kuesioner dengan skala *likert* dengan jumlah sampel pasien instalasi rawat jalan sebanyak 100 orang menggunakan teknik *systematic random sampling*.

Hasil: Hasil perhitungan SEM-PLS menunjukkan bahwa konstruk *brand associations*, *brand loyalty*, dan *brand authenticity* berpengaruh positif dan signifikan terhadap *brand equity*. Sedangkan *Perceived quality* secara parsial tidak berpengaruh positif terhadap *brand equity*.

Kesimpulan: Terbentuknya *brand equity* RSOP melalui serangkaian proses yang diawali dari *brand associations* yang berpengaruh signifikan terhadap *perceived quality* yang selanjutnya berpengaruh terhadap *brand loyalty* dan *brand authenticity* secara langsung berpengaruh signifikan terhadap *brand equity*.

Kata Kunci : *brand equity, brand association, perceived quality, brand loyalty, brand authenticity*

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ABSTRACT

Background : *As growth of hospitals in Indonesia increases, the environment becomes more dynamic and competitive, especially for private hospitals. Building brand strength can be a solution to bring brand loyalty to customers. So, we need to analyze the brand so that the root of the problem can be found. Similarly in RS Orthopaedi Purwokerto, growth of patients number haven't maximal because of the weakness of RSOP brand equity in customer perception's.*

Objectives : *To find out the brand equity of Orthopedic Hospital Purwokerto using brand equity elements as a brand of customer-based medical purpose.*

Methods : *Using analytic descriptive method with quantitative crosssectional approach. Data collection using questionnaires with Likert scale to 100 outpatients using systematic random sampling technique.*

Results : *The results of SEM-PLS calculations show that the constructions of brand associations, brand loyalty, and brand authenticity have positive and significant effect on brand equity. While perceived quality partially doesn't have a positive effect on RSOP brand equity.*

Conclusion : *The establishment of RSOP brand equity through a series of processes initiated from brand associations that have a significant effect on perceived quality which subsequently affects brand loyalty and brand authenticity directly affect significant brand equity.*

Key Words : *brand equity, brand association, perceived quality, brand loyalty, brand authenticity*

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