

ABSTRAK

Dengan semakin ketatnya persaingan dengan pertumbuhan rumah sakit yang signifikan dari waktu ke waktu manajemen rumah sakit menerapkan ragam strategis marketing praktis agar dapat meningkatkan layanan serta penjualan rumah sakit. Salah satu pendekatan yang saat ini ramai di laksanakan yakni pendekatan yang mengacu pada prinsip dasar dari *Grone & Garcia-Barbero (2001)* "Integrated Care" yang merupakan suatu konsep dalam menggabungkan antara input, layanan, manajemen, dan cara menjalankan organisasi yang terkait untuk diagnosa, pengobatan, penatalaksanaan, rehabilitasi, dan promosi kesehatan. Dalam kajian ini penelitian akan mengkaji program ICOPS yang di rasakan oleh para pasien dalam mengukur pengaruh dari paparan dimensi *brand experience* dan dimensi *customer satisfaction* terhadap *customer perceived value* di RS XYZ – Tangerang Selatan.

Dalam kaitan tersebut penelitian ini bertujuan untuk mengevaluasi kesuksesan produk ICOPS yang dinilai dari paparan dimensi *brand experience* dan dimensi *customer satisfaction* terhadap *customer perceived value* di RS XYZ – Tangerang Selatan

Sampling menggunakan pencuplikan acak sederhana (*random sampling*) dengan total sampel yang dapat dianalisa sebanyak 127 sampe. Serta pembuktian hipotesis menggunakan analisis regresi sederhana.

Hasil penelitian membuktikan bahwa variabel *brand experience* dan dimensi *customer satisfacton* program ICOPS terbukti secara signifikan mempengaruhi *customer perceived value* program ICOPS tersebut. Hasil yang didapat menunjukan pengaruh *customer perceived value* program ICOPS lebih dipengaruhi faktor *customer satisfaction* dengan $p\text{-value} = 0,518$ dibandingkan *brand expeience* dengan $p\text{-value}$ sebesar 0,370.

Kata kunci: strategi pemasaran, *brand experience*, *customer satisfaction*, *customer perceived value*, *Integrated Care with One Price Solution*

ABSTRACT

With the increasing competition and significant growth of the hospital from time to time, a hospital management needs to apply practical range of strategic marketing in order to improve services and revenue of the hospital. One approach that is now many hospital carried is an approach which refers to the basic principles of Grone & Garcia-Barbero (2001) "Integrated Care" which is a concept in combining inputs, services, management, and how to run an organization related to the diagnosis, treatment, treatment, rehabilitation, and health promotion. In this research study will try to examine ICOPS program and what felt by the patients and measuring the impact of brand experience dimensional and customer satisfaction dimensional and impact to the customer perceived value in RS XYZ - Tangerang Selatan.

This study aims to evaluate the success of ICOPS products are rated from brand experience dimensional and customer satisfaction dimensional to the customer perceived value in RS XYZ - Tangerang Selatan

Sampling using a simple random sampling with total samples that can be analyzed as many as 127 samples using the approach according to Walpole, Myers and Myers (1998). As well as proving the hypothesis using simple regression analysis.

The research proves that the variable dimensional brand experience and customer satisfacton ICOPS program proven to significantly affect customer perceived value of the ICOPS program. The results obtained show the influence customer perceived value ICOPS program is more influenced by customer satisfaction with p-value = 0.518 compared to brand expeience with p-value of 0.370.

Keywords: marketing strategy, brand experience, customer satisfaction, customer perceived value, Integrated Care Solution with One Price