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Keputusan Pembelian K4 oleh Ibu Hamil di Wilayah Kerja Puskesmas Tembok Dukuh

Analisis Customer Value Berdasarkan Karakteristik Pelanggan di Balai Pengobatan Gigi Puskesmas Jemursari Surabaya

Memanfaatkan Kesehatan Berdasarkan Dimensi Dahsyat di Ruang Rawat Inap Penyakit Dalam

Perhitungan Anggaran Jaminan Kesehatan Berdasarkan Nilai Kapitalisasi di PG Kebet Baru Malang

Analisis Pengaruh Brand Equity terhadap Keputusan Masyarakat dalam Memilih Rumah Sakit Muhammadiyah Surabaya

Dampak Faktor Individu, faktor Pekerjaan dan Faktor Organisasi pada Kepuasan Kerja dan Intensi Turnover Perawat

Rancangan Upaya Peningkatan Kapalan Target Jumlah Persalinan Berdasarkan Harapan dan Realita Ibu Bersalin

Optimalisasi Cost Recovery Rate Berdasarkan Biaya Satuan Menggunakan Metode Activity Based Costing

Analisis Penyebab Penurunan Kunjungan Pasien Berdasarkan Model Service Quality Gaps

Identifikasi Ketidaklengkapan Rekam Medis Pasien Rawat Inap Rumah Sakit Muhammadiyah Lamongan

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THE EFFECT OF BRAND EQUITY ON PEOPLE SELECTION IN MUHAMMADIYAH SURABAYA HOSPITAL UTILIZATION

ANALISIS PENGARUH BRAND EQUITY TERHADAP KEPUTUSAN MASYARAKAT DALAM MEMILIH RUMAH SAKIT MUHAMMADIYAH SURABAYA

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Abstract

Bed Occupancy Rate of Muhammadiyah Surabaya Hospital in 2010-2012 did not reach the goal standard. The trend of outpatient visits also declined. This research conducted to analyze the brand equity of Muhammadiyah Surabaya Hospital and its impact on public decisions in choosing Muhammadiyah Surabaya Hospital. Observational analytic was used for this research. The populations were people who lived in radius of three kilometers from Muhammadiyah Surabaya Hospital. Stratified random sampling was used to determined the sample number. The result showed that brand recognition as the most brand awareness. Brand associations of Muhammadiyah Surabaya Hospital were maternity hospital, good service, good nurse and good officer. In assessment of perceived quality, 58.82 % of respondents belongs on the good category. In brand loyalty assessment, 90.20 % of respondent were satisfied buyer. Muhammadiyah Surabaya Hospital was superior in the tariff than competitor. There is significant effect of brand awareness with current and future utilization. This study concluded that brand awareness has significant effect on people decision when choosing Muhammadiyah Surabaya Hospital.

Keyword : brand, associations, brand, awareness, brand, loyalty, competitive, advantage, perceived, quality,

Daftar Pustaka :