Peningkatan Program Patient Safety melalui Metode Failure Mode and Effect Analysis

Analisa Faktor yang Memengaruhi Kepatuhan Petugas Kusta dalam Pelaksanaan SOP Pelayanan Kusta di Puskesmas Kabupaten Sampang

Pengembangan Program Patient Safety Berdasarkan Standar Six Goal International Patient Safety di Rumah Sakit Onkologi Surabaya

Upaya Pemberdayaan Masyarakat dalam Program Penanggulangan Penyakit Tuberkulosis di Puskesmas Tambakrejo Kota Surabaya

Analisis Pemanfaatan Layanan Persalinan di Unit BKIA RSK St. Vincentius a Paulo Surabaya Berdasarkan Teori Five stage Buying Decision Process dan PATH Type Model

Analisis Skala Ekonomi Pelayanan Klinik Spesialis

Penyusunan Positioning, Differentiation dan Brand Berdasarkan Value-driven Marketing

Business Process Reengineering Rumah Sakit

Hubungan antara Service Convenience dengan Perilaku Pasca Pemanfaatan Pelayanan Persalinan untuk Peningkatan Pemanfaatan Ruang Bersalin

Upaya Peningkatan Kunjungan Poliiklinik Rawat Jalan Berdasarkan Analisis Brand Image dan Customer Value

DETERBITKAN OLEH:
DEPARTEMEN ADMINISTRASI DAN KEBIJAKAN Kesehatan
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Analysis of Improvement Efforts Polyclinic Outpatient Visit by Brand Image and Customer Value

Upaya Peningkatan Kunjungan Poliklinik Rawat Jalan Berdasarkan Analisis Brand Image dan Customer Value

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Abstract

ABSTRACT

Quantity of actual respondent was 87 persons and potential respondent is 87 persons. Actual respondent are the medical patients who have been doing services at Clinics in RSI Siti Aisyah Madiun. Potential respondent are the family or deliverer of patient who never got the services at Clinics in RSI Siti Aisyah Madiun. The objective of this study is to arrange a recommendation improving the number of patient visits in outpatient polyclinics RSI Siti Aisyah Madiun based on brand image and customer value analysis. The result of this study showed that Brand Image component for potential respondent as Types of Brand Association in adequate category, it mean need to make improvement, Favorability of Brand Association is the professionalism of the doctor (66.67%), Strength of Brand Association is the professionalism of the medical staff (43.68%), dan Uniqueness of Brand Association is the medical staff informed the detail of services (42.53%). As the result for actual respondent as Types of Brand Association in adequate category, it mean need to make improvement, Favorability of Brand Association is the professionalism of the doctor (72.41%), Strength of Brand Association is the professionalism of the medical staff (47.13%) and Uniqueness of Brand Association is the medical staff informed the detail of services (44.83%). The result for Customer Value, Customer Satisfaction, and Customer Loyalty showed in adequate category, it mean need to make improvement. Recommendation of the effort for RSI Siti Aisyah management based on is to improving the velocity and quality of services, in this case by organize some skill training, publish the schedule of the doctor, integration of SIM RSI Siti Aisyah for Polyclinics information, adding directory boards.

Keywords: brand image, customer value, customer satisfaction, customer loyalty

Keyword : brand, image, customer, value, customer, satisfaction, customer, loyalty,

Daftar Pustaka :