Analisis Mutu Pelayanan Kesehatan Berdasarkan Dimensi Dabbolok di Pavilions Mina Rumah Sakit Siti Khadijah Sepjang

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Analisis Kualitas Pelayanan Menurut Brady and Cronin di Poli Anak

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Analisis Kebutuhan Obat Pneumonia Balita Berdasarkan Metode Membidik di Gudang Farmasi Kota (GFK) Surabaya

Brend Image RSUD Plsos Paubahan Status dari Puskesmas Menjadi Rumah Sakit

Analisis Kepuasan Pasien terhadap Kualitas Pelayanan dengan Teori Donabedian di Instalasi Laboratorium

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BRAND IMAGE RSUD PLOSO PASCA PERUBAHAN STATUS DARI PUSKESMAS MENJADI RUMAH SAKIT

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Abstract

Based on the data in practice inpatient visits for the past three years after changing the status of health centers into hospitals the trend was decline. The purpose of this study was to determine the effect of brand image on the utilization of public health care facilities in the hospitals that post Ploso status change from clinic to hospital. This research is descriptive, the method used was a survey with a cross-sectional observational approach with sample of 99 people. The sampling technique used was purposive sampling. Based on the results of research, by 52.9% of respondents who had conducted the utilization of health services in hospitals Ploso associate the type of brand association is good. Whereas favourability of brand association Ploso hospitals associated by respondents who never used by 55.2% of health care is good. By 47.1% of respondents who ever utilize health services associate uniqueness of brand association is a good Ploso Hospital. To increase the number of people in the utilization of health care facilities in Ploso hospital, advised hospital intensive socialization Ploso hospitals where the surrounding community and gradually make improvements and additions to facilities and infrastructure of Ploso Hospital.

Keyword : exchange, of, status, brand, image, utilization, ,

Daftar Pustaka :