

ABSTRACT

ANALYSIS OF ELEMENTS BRAND EQUITY IN PKU MUHAMMADIYAH GOMBONG HOSPITAL

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Background: Increasing competition in hospital, which in the view of many private hospitals are well established in Gombong, PKU Muhammadiyah Gombong hospitals must have a strong brand equity to maintain or retain old customers and interesting new customers. Research is important conducted to determine and analyze ratings and views of customer on the hospital, other than research about brand equity in the hospital still rarely done.

Objective: To know the views of consumers on brand awareness, brand association, perceived quality and brand loyalty PKU Muhammadiyah Gombong Hospitals.

Methods: The study was quantitative descriptive design. The study was conducted on 25 February - 3 June 2011 in the region Gombong. Population are all community Gombong had ever feel the services PKU Muhammadiyah Gombong Hospital. Number of sample was 100 respondents. Sampling design used was purposive sampling. Analysis of data used descriptive statistics, Cochran's test, the average value, semantic differential scale and importance vs. performance comparison.

Results: PKU Muhammadiyah hospitals as a top of mind awareness Gombong society. Based on calculations by the Cochran test at the brand association, there are 9 associations are closely related. Based on the results of the analysis of perceived quality, there are seven attributes of a good scale range (3.40 to 4.20) and 3 attributes entered enough scale range (2.60 to 3.40). Analysis of brand loyalty found: Switcher buyers equal to 23%, category simply (3.01). Habitual buyers is equal to 55%, both categories (3.44). Satisfied buyer equal to 49%, both categories (3.46). Liking the brand equal 43%, both categories (3.51). Committed buyers by 33% and include enough category (2.79)

Conclusion: PKU Muhammadiyah Gombong Hospitals have a strong enough brand equity.

Keywords: *brand equity, brand awareness, brand association, perceived quality dan brand loyalty*

INTISARI

ANALISIS ELEMEN-ELEMEN *BRAND EQUITY* RUMAH SAKIT PKU MUHAMMADIYAH GOMBONG

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Latar Belakang: Semakin ketatnya persaingan RS, yang dilihat dari banyaknya RS swasta yang berdiri di wilayah Gombang, RS PKU Muhammadiyah Gombang harus mampu menjaga atau mempertahankan pelanggan yang lama maupun menarik pelanggan baru. Penelitian ini penting dilakukan untuk mengetahui dan menganalisis penilaian dan pandangan konsumen terhadap RS, selain hal tersebut penelitian mengenai *brand equity* di RS juga masih jarang dilakukan.

Tujuan penelitian: Mengetahui pandangan konsumen terhadap *brand awareness*, *brand association*, *perceived quality* dan *brand loyalty* RS PKU Muhammadiyah Gombang

Metode: Jenis penelitian adalah deskriptif kuantitatif. Penelitian dilakukan pada tanggal 25 Februari – 3 Juni 2011 di wilayah Gombang. Populasi adalah seluruh masyarakat Gombang yang pernah merasakan pelayanan RS PKU Muhammadiyah Gombang. Besar sampel dari hasil perhitungan sebanyak 100 orang. Desain pengambilan sampel adalah *purposive sampling*. Analisis data dengan analisis statistik deskriptif, uji *cochran*, nilai rata-rata, skala *semantic differential* dan perbandingan *importance vs performance*.

Hasil: RS PKU Muhammadiyah sebagai *top of mind* di wilayah Gombang. Berdasarkan perhitungan dengan uji *cochran* pada *brand association*, terdapat 9 asosiasi yang berkaitan erat. Berdasarkan hasil analisis *perceived quality*, terdapat 7 atribut dengan rentang skala baik (3,40-4,20) dan 3 atribut masuk rentang skala cukup (2,60-3,40). Untuk analisis *brand loyalty* didapatkan: *Switcher buyer* sebesar 23%, kategori cukup (3,01). *Habitual buyer* sebesar 55%, kategori baik. *Satisfied buyer* sebesar 49%, kategori baik (3,46). *Liking the brand* sebesar 43%, kategori cukup (3,51). *Committed buyer* sebesar 33% dan termasuk kategori cukup (2,79)

Kesimpulan: RS PKU Muhammadiyah Gombang mempunyai *brand equity* yang cukup kuat.

Kata Kunci: *brand equity*, *brand awareness*, *brand association*, *perceived quality* dan *brand loyalty*