

This research is aim to analyze the influence of service quality to image in PKU Muhammadiyah hospital for Yogyakarta. This sample using by the method of convenience sampling by propagating kuestioner to respondent, total of sample as much 91 respondents. Analyze technique used in this research use the technique analyze the doubled regression.

Examination result by partial six of independent variable (Tangibles, Reliability, Responsiveness, Assurance, Empathy, and Affordability), having an effect on positive and significant to image. While examination result by simulate founding that sixth variable that is, (Tangibles, Reliability, Responsiveness, Assurance, Empathy, Accessibility and Affordability) at a time have an effect on to variable dependent (image). Result of research also founding that equal to 64,1% image explainable from sixth independent variable, while rest influenced by another factors.

## ABSTRACT

## INTISARI

Penelitian ini dilakukan untuk menganalisis Pengaruh Kualitas Pelayanan Terhadap *Image* Rumah Sakit Umum PKU Muhammadiyah, Yogyakarta. Sampel yang dipakai menggunakan metode *convenience sampling* dengan cara menyebarkan kuesioner kepada responden, total sampel sebanyak 91 responden. Teknik analisis yang digunakan dalam penelitian ini menggunakan teknik analisis regresi berganda.

Hasil pengujian secara parsial enam variabel independent (*Tangibles*, *Reliability*, *Responsiveness*, *Assurance*, *Empathy*, *Accessibility* dan *Affordability*), berpengaruh positif dan signifikan terhadap variabel dependent (*image*), sedangkan Hasil pengujian secara simultan menunjukkan bahwa keenam variabel independent yaitu, (*Tangibles*, *Reliability*, *Responsiveness*, *Assurance*, *Empathy*, *Accessibility* dan *Affordability*), secara serentak berpengaruh positif dan signifikan terhadap *image*. Hasil penelitian juga menunjukkan bahwa sebesar 64,1% *image* dapat dijelaskan oleh keenam variabel independent, sedangkan selebihnya dipengaruhi oleh faktor-faktor lain.

**Kata Kunci:** *Tangibles*, *Reliability*, *Responsiveness*, *Assurance*, *Empathy*, *Accessibility* dan *Affordability*, *Image*.