

## Analisa brand equity rumah sakit islam Jakarta menurut persepsi pelanggan rawat jalan di empat layanan dasar pada tahun 2010.

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### Abstrak

Penelitian ini bertujuan untuk mengetahui hubungan antara empat elemen Brand Equity yaitu Brand Awareness, Brand Association, Perceived Quality dan Brand Loyalty) terhadap Brand Equity RS Islam Jakarta menurut persepsi pelanggan rawat jalan di empat layanan dasar, dengan menggunakan metode penelitian deskriptif analitik dengan pendekatan crosssectional yang bersifat kuantitatif, dilengkapi dengan metode kualitatif.

Hasil Penelitian menunjukkan bahwa Brand Awareness, Brand Association, Perceived Quality dan Brand Loyalty memiliki hubungan yang kuat terhadap Brand Equity RSIJ. Keempat elemen ini berkontribusi dalam membentuk Brand Equity RSIJ, namun yang memberikan kontribusi terbesar adalah Brand Loyalty dan Perceived Quality.

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This research is aimed to know the relationship among four elements of Brand Equity (Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty) and Brand Equity based on outpatient's perception, using descriptive analytic methode, with crosssectional approach in quantitative and completed with kualitative.

The study result shows that Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty has strong relationship with Brand Equity of RSIJ. These four elements have contribution to build Brand Equity of RSIJ. Among those which have the most contribution are Brand Loyalty and Perceived Quality.