# Analisis brand equity Rumah Sakit Puri Cinere Depok menurut persepsi pelanggan poli rawat jalan pada tahun 2012 = Brand equity analysis of hospital cinere according to puri cinere hospital outpatient,s customer in 2012

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Abstrak

<b>ABSTRAK</b><br>
Tesis ini bertujuan untuk mengetahui posisi Brand Equity Rumah Sakit Puri Cinere menurut persepsi pelanggan poliklinik Rumah Sakit, faktor-faktor yang apa yang paling bermakna dan paling berhubungan dari 4 faktor yang mempengaruhi brand equity.Brand Equity diukur berdasarkan 4 variabel dari Aaker yaitu brand awarness, brand association,perceived quality, dan brand loyalty.Penelitian ini menggunakan metode penelitian deskriptif analitik dengan pendekatan crosssectional yang bersifat kuantitatif dilengkapi dengan metode kualitatif.Untuk memperoleh jumlah sample yang representatif maka digunakan teknik stratified random sampling sehingga diperoleh 96 responden. kemudian untuk memperoleh hasil, data kuestioner diolah secara univariat, bivariat dan uji regresi linier berganda. Hasil penelitian menunjukkan bahwa brand awarness, brand association, perceived quality dan brand loyalty memiliki hubungan yang signifikan terhadap brand Equity. Namun yang memberikan kontribusi terbesar adalah brand loyalty disusul oleh perceived quality.
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<b>Abstract</b><br>
This research is aimed to assess the position of Puri Cinere Hospital?s Brand Equity according to the Hospital outpatient?s customers, which factors among the four identified factors that have the most significant relationship affecting the Brand Equity. Brand Equity was measured based on four variables proposed by Aaker: Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty. This study used analytical descriptive method with quantitative cross sectional approach, complemented with qualitative method. Stratified random sampling technique was used to get 96 representative samples.Proceed from questionnaires was processed using univariat, bivariat, and multiple linear regression. Result from the study shows that Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty all have significant relationship with Brand Equity. However, out of those four mentioned variables, Brand Loyalty, followed by Perceived Quality are two variables that have the most contribution relationship to Brand Equity.