RECOMMENDATIONS FOR INCREASING PATIENTS 'VISIT PATIENTS BASED ON TYPES OF BRAND ASSOCIATIONS IN MOTHER AND CHILDREN'S SURABAYA PERDANA MEDICA HOSPITAL

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ABSTRACT

This research is based on the problem of a decrease in outpatient visits at the Mother and Child Hospital of Perdana Medica Surabaya 5-10% over the last three years. The purpose of this study is to compile recommendations to improve outpatient visits based on the analysis of types of brand association to see product quality and non-product quality in hospitals. This type of research is descriptive with cross sectional study design. The sample of the study was outpatients of the Mother and Child Hospital of Perdana Medica Surabaya. The sample size was 36 samples with accidental sampling technique. The research was carried out from July 2019. The results showed that the overall types of brand association which included product attributes, namely perception of doctor service, midwife service, and registration officer service were good. Non-product attributes, namely the patient's perception of the existing infrastructure at the hospital as a whole. Benefits is getting overall good hospital services. Attitudes is an expression of the patient's feelings after receiving the services available at the hospital including willingness to reuse or recommend to others as a whole. The conclusion of this research is the majority of female general patients, in the category of early adulthood 26-35 years with middle education (high school), the work of private employees has a lower middle economic level. Types of brand association at the Perdana Medica Surabaya Mother and Child Hospital is already good, sub-variables that are still considered not good are non-product attributes which include inadequate parking spaces, hospital logos that are not clearly visible, hospital buildings that are less visible from the highway, and lack of toilet / wc cleanliness.

Keywords: patient characteristics, types of brand association

REKOMENDASI PENINGKATAN KUNJUNGAN PASIEN RAWAT JALAN BERDASARKAN ANALISIS *TYPES OF BRAND ASSOCIATION* DI RUMAH SAKIT IBU DAN ANAK PERDANA MEDICA SURABAYA

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ABSTRAK

Penelitian ini dilandasi adanya masalah penurunan kunjungan pasien rawat jalan di Rumah Sakit Ibu dan Anak Perdana Medica Surabaya 5-10% selama tiga tahun terakhir. Tujuan penelitian ini adalah menyusun rekomendasi untuk meningkatkan kunjungan pasien rawat jalan berdasarkan analisis *types of brand association* untuk melihat mutu produk dan mutu non produk yang ada dirumah sakit. Jenis penelitian adalah deskriptif dengan rancang bangun penelitian *cross sectional*. Sampel penelitian adalah pasien rawat jalan Rumah Sakit Ibu dan Anak Perdana Medica Surabaya. Besar sampel penelitian 36 sampel dengan teknik *accidental sampling*. Penelitian dilaksanakan mulai mei-juli 2019. Hasil penelitian menunjukkan bahwa keseluruan *types of brand association* yang meliputi *attributes product* yaitu persepsi pelayanan dokter, pelayanan bidan, dan pelayanan petugas pendaftaran sudah baik. *Attributes non product* yaitu persepsi pasein terhadap sarana prasaran yang ada di rumah sakit secara keseluruhan baik. *Benefits* secara keseluruhan baik. *Attitudes* secara keseluruhan baik. Kesimpulan peneliti ini adalah mayoritas pasien umum perempuan, dalam kategori umur dewasa awal 26-35 tahun dengan pendidikan mengenah (SMA), pekerjaan pegawai swasta memiliki tingkat ekonomi menengah kebawah. *Types of brand association* di Rumah Sakit Ibu dan Anak Perdana Medica Surabaya sudah baik, sub variabel yang masih dinilai kurang baik yaitu attributes non product yang meliputi tempat parkir yang kurang memadai, logo rumah sakit yang tidak terlihat dengan jelas, gedung rumah sakit yang kurang terlihat dari jalan raya, dan kurangnya kebersihan toilet/wc.

Kata kunci : karakteristik pasien, *types of brand association*