

ABSTRACT

Poly gynecology visits in 2021 and 2022 did not reach the 100% standard. The low achievement of this visit indicates that there is a need for a marketing effort to influence consumer purchasing decisions (Suciningtyas, 2012). This study aims to analyze brand awareness, ability to pay on willingness to pay in the gynecology polyclinic of the Surabaya Private Hospital. This research method uses a quantitative analytic approach with a cross sectional design, the sampling technique uses simple random sampling and the number of samples obtained by the Slovin formula is 42 respondents. Hospitals are quite satisfied with their willingness to pay (behavior willing to buy products, choosing products, consumers are willing to buy). The incidence of Brand Awareness, Ability To Pay at a Surabaya Private Hospital is in the high category. The relationship between Brand Awareness, Ability To Pay and Willingness To Pay is Brand Awareness with a significant value of 0.00 while Ability To Pay with a significant value of 0.017 that relates to Willingness To Pay is Brand Awareness and Ability To Pay. Hospitals can maintain and improve again by providing products that are desired by patients so that patients no longer doubt the products that have been produced by the hospital so that it will increase high patient buying interest.

Keywords: Brand Awareness, Ability To Pay, Willingness To Pay

ABSTRAK

Kasus kunjungan poli kandungan pada tahun 2021 dan 2022 tidak mencapai standar 100%. Masih rendahnya capaian kunjungan ini mengindikasikan bahwa perlu adanya suatu upaya pemasaran untuk mempengaruhi keputusan pembelian oleh konsumen (Suciningtyas, 2012). Penelitian ini bertujuan untuk menganalisis *brand awareness*, *ability to pay* terhadap *willingness to pay* di poli kandungan RS Surabaya. Metode penelitian ini menggunakan pendekatan analitik kuantitatif dengan rancangan cross sectional, teknik pengambilan sampel menggunakan simple random sampling dan jumlah sampel yang diperoleh dengan rumus Slovin sebanyak 42 responden. Rumah Sakit merasa cukup puas dengan *willingness to pay* (perilaku bersedia membeli produk, memilih produk, konsumen bersedia membeli). Kejadian *Brand Awareness*, *Ability To Pay* di RS Surabaya masuk dalam kategori tinggi. Hubungan *Brand Awareness*, *Ability To Pay* Terhadap *Willingness To Pay* adalah *Brand Awareness* dengan nilai signifikan 0.00 sedangkan *Ability To Pay* dengan nilai signifikan 0.017 yang berhubungan dengan *Willingness To Pay* adalah *Brand Awareness* dan *Ability To Pay*. Rumah Sakit dapat mempertahankan serta meningkatkan lagi dengan cara menyediakan produk yang diinginkan oleh pasien sehingga pasien tidak lagi meragukan dari produk yang sudah dihasilkan oleh Rumah Sakit sehingga akan meningkatkan minat beli pasien yang tinggi.

Kata Kunci : *Brand Awareness*, *Ability To Pay*, *Willingness To Pay*