ABSTRACT

Brand knowledge is an information and public knowledge measurement related to consuming product. Low of care visit in clinical care of specialist dental health and hospital are 22% from maximum supply count each year, so it needs to analyze the decision of choosing Airlangga University Dental Health and Hospital based on brand knowledge. This study aimed to analyze the influence of brand knowledge that includes brand awareness and brand image of public desicion towards public's decision in choosing Airlangga University Dental Health and Hospital.

This study was an observational analytic, and based on the time, this study was cross-sectional study with stratified random sampling. There were 100 respondents that participated in this study. Simple random sampling was used in this study. Data was collected by interviewing in a radius 3 kilometres around Airlangga University Dental Health and Hospital. Statistical test used logistic regression

The result of this study indicated that there was no effect between brand awareness with the public desicion to visit Airlangga University Dental Health and Hospital (p=0,746) and also there was no effect between brand image with the public decision to visit Airlangga University Dental Health and Hospital (p=0,138).

This study concluded that there was no effect of brand knowledge (that consists of brand awareness and brand image) toward the public decision in choosing Airlangga University Dental Health and Hospital. According to the result, Airlangga University Dental Health and Hospital should improve their medical service quality by advertising and dissemination of their medical service information.

Keywords: brand knowledge, brand awareness, brand image, election decision of Airlangga University Dental Health and Hospital

ABSTRAK

Brand knowledge merupakan informasi dan pengukuran pengetahuan masyarakat dikaitkan dengan suatu produk yang dikonsumsi. Rendahnya kunjungan perawatan di pelayanan Klinik Spesialis Terpadu Rumah Sakit Gigi dan Mulut Universitas Airlangga adalah sebesar 22% dari perhitungan *supply* maksimal perawatan tiap tahunnya, sehingga diperlukan analisis keputusan pemilihan Rumah Sakit Gigi dan Mulut Universitas Airlangga berdasarkan *brand knowledge.* Penelitian ini bertujuan menganalisis pengaruh *brand knowledge* yang meliputi *brand awareness* dan *brand image* terhadap keputusan masyarakat dalam memilih RSGM Universitas Airlangga.

Penelitian ini merupakan penelitian observasional analitik berdasarkan waktunya penelitian ini termasuk *cross sectional* dengan rancangan *stratified random sampling*. Responden pada penelitian ini sebanyak 100 orang. Pengambilan sampel masyarakat menggunakan *simple random sampling*. Pengumpulan data dilakukan melalui wawancara dengan masyarakat pada radius 3 km di sekitar Rumah Sakit Gigi dan Mulut Universitas Airlangga. Uji statistik menggunakan analisis *regresi logistik.*

Hasil penelitian menunjukkan bahwa tidak ada pengaruh antara *brand awareness* dengan keputusan pemilihan Rumah Sakit Gigi dan Mulut Universitas Airlangga ($p = 0,746$), dan *brand image* dengan keputusan pemilihan Rumah Sakit Gigi dan Mulut Universitas Airlangga ($p = 0,138$).

Kesimpulan dari peneliti adalah tidak ada pengaruh antara *brand knowledge* yang terdiri dari *brand awareness* dan *brand image* terhadap keputusan pemilihan Rumah Sakit Gigi dan Mulut Universitas Airlangga. Sehingga perlu dilakukan promosi dan penyebaran informasi tentang Rumah Sakit Gigi dan Mulut Universitas Airlangga serta perbaikan pelayanan.

Kata Kunci :*brand knowledge, brand awareness, brand image,* keputusan pemilihan Rumah Sakit Gigi dan Mulut Universitas Airlangga.