SUMMARY

The Effect of Perceived Service Quality and Corporate Image on Customer Value in Sekar Wangi Maternity Hospital in Magetan

Healthcare industry in Indonesia is experiencing rapid development. According Lupiyoadi (2001) one of the factors that determines the level of success of the company is the company's ability to provide quality service to customers. Customer value is the value of the product which is embedded in the minds of customers. This value is important for on both customers and product providers. Globally, improving the quality of healthcare is the main concern in healthcare industry. Maternity Hospital Sekar Wangi Magetan (RSIA Sekar Wangi) is an institution engaged in healthcare industry, starting with the Maternity Clinic (RB) in February 2005. Based on hospital data, the issues raised in the study was a decrease of 33.5% BOR in 2013 to 20.7% in 2014. This research aims to develop general recommendations to improve the Perceived Service Quality and Corporate Image in RSIA Sekar Wangi Magetan.

Variables examined included Perceived Service Quality, Corporate Image and Customer Value. Before analyzing each of the variables studied, firstly is analyzing the origin of the patients who are in RSIA Sekar Wangi Magetan. Secondly is analyzing Perceived Service Quality, Corporate Image and Customer Value based on the origin of the patients in RSIA Sekar Wangi Magetan. This paper aims to identify the relationship between Perceived Service Quality on Corporate Image and on Customer Value. Finally is the influence of Corporate image on Customer Value.

This type of research is a quantitative research approach with cross sectional data. The location of this research is in RSIA Sekar Wangi in Magetan between October 2014 to August 2015. The study population was outpatients, inpatients and patients who use both outpatient and inpatient in RSIA Sekar Wangi Magetan. Samples were taken from the majority population of 72 respondents with details of 14 inpatients and outpatients, 48 outpatients are not inpatients, 10 inpatients are not ambulatory. Questionnaire is used to collect the data from patients. The step of data analysis was the stage of editing, coding, processing and cleaning. The statistical test used is linear regression.

The results showed the majority of patients coming from outpatient only. Based on data RSIA Sekar Wangi in 2014 the number of inpatient and outpatient are 58 people, the number of outpatient only are 207 people, the number of inpatient only are 10 people. The majority of respondents stated that the Perceived Service Quality, Corporate Image and Customer Value in RSIA Sekar Wangi are good enough. Robbin (2002) revealed that perception is a process that is pursued every individual to organize and interpret their sensory impressions in order to give meaning to their environment. Because of it, the assessment of

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respondents' show that Perceived Service Quality in RSIA Sekar is considered as quite good.

The majority of respondents who answered Perceived Service Quality and Corporate Image are quite good come from outpatient and inpatient. The good image of an organization will have a positive impact, just in case when the customer has good quality of service impression more they expect. (Grönroos, 2001). The majority of respondents who answered Customer Value are poor come from inpatient only. The statistical test results showed a significant value of relationship between Perceived Service Quality and Corporate Image ($p = 0.0001$). Variables that affect the Customer Value are Perceived Service Quality and Corporate Image. There is a relationship between Perceived Service Quality on Customer Value ($p = 0.0001$) and there is a relationship between Corporate Image on Customer Value ($p = 0.004$). These three variables are significant which p-value less than 0.05.

Recommendations proposed on the study are as follows: 1) Providing training to nurses to support and increase skills, 2) evaluating the performance of nurses 3) intensive communication between administrative officers and the doctors regarding the service schedule, 4) making a schedule of cleanliness as well as an evaluation and monitoring, 5) adding the parking officers, 6) searching and evaluating competitors' pricing information, 7) renovating and expanding the facilities to support the infrastructure, 8) recruiting the new employees and promoting their skills through training.