

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

The problem raised in the study was a decrease of 33.5% BOR in 2013 to 20.7% in 2014 in Maternity Hospital Sekar Wangi Magetan. The research aims to develop recommendations to improve the Perceived Service Quality and Corporate Image in Maternity Hospital Sekar Wangi in Magetan. This type of research is a quantitative research using survey approach. The sample design is a cross sectional data. The location of this research is in RSIA Sekar Wangi in Magetan during October 2014 to August 2015. The study population was outpatients, inpatients and patients who use both outpatient and inpatient in Maternity Hospital Sekar Wangi in Magetan. Samples were taken from the majority population of 72 respondents with details of 14 outpatients, 48 inpatients, 10 outpatients and inpatient. Data collection based on questionnaire. The analysis of data is passing through 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 services only. The majority of respondents stated that the Perceived Service Quality, Corporate Image and Customer Value in Maternity Hospital Sekar Wangi are quite good. The majority of respondents who answered Perceived Service Quality and Corporate Image quite good come from outpatient and inpatient. The majority of respondents who answered either Customer Value do not come from inpatient only. The test results show a significant relationship between Perceived Service Quality and Corporate Image ( $p = 0.0001$ ), Perceived Service Quality and Customer Value ( $p = 0.0001$ ), and Corporate Image and Customer Value ( $p = 0.004$ ).

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) intensifying 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.

Keywords: Perceived Service Quality, Corporate Image, Customer Value