

## ABSTRACT

### **Analysis of Product Knowledge and Consumer Involvement to Increase The Utilization of Wound Clinic of Mojowarno Christian Hospital**

The objectives of this research were an effort to boost the utilization of the Wound Clinic of Mojowarno Christian Hospital. According to the data available there was a decline in the number of visiting patients to the clinic. Product knowledge and consumer involvement analysis were applied in the research in order to find out whether the product knowledge assessment and consumer involvement on the service products of the Wound Clinic, Mojowarno Christian Hospital had been running well.

Data was obtained through questionnaires and was then collected for the analysis. The results showed a picture or portrayal of the relationships of the product knowledge and consumer involvement of the Wound Clinic, Mojowarno Christian Hospital.

The results of the research showed that there was a strong influence between the product knowledge and consumer involvement. In general, the utilization of the Wound Clinic of Mojowarno Christian Hospital and the consumer involvement results on the Wound Clinic products was acceptably good with a percentage close to 80%. Therefore, the relationships between the product knowledge and consumer involvement were significant.

**Keywords:** Product Knowledge, Consumer Involvement