

ABSTRACT**Efforts to Increase Bed Occupancy Rate Based on Analysis of Consumer Characteristics, Brand Image and Purchase Decisions Public Patient in Dr. Ramelan Navy Hospital Surabaya**

The aims of this research was to increase bed occupancy rate (BOR) based on analysis of consumer characteristics, brand image and purchase decisions public patient in Dr. Ramelan the Navy Hospital (Rumkital Dr. Ramelan). This research was observational analytic, a marketing research with cross sectional method. The Sample in this study consisted of two groups. Group I were the patients who were hospitalized Dr. Ramelan navy hospital for at least 2 (two) days of treatment, taken by proportional simple random sampling. The number of samples taken in accordance with the proportion of treatment classes. Group II were patient who refused to be treated in inpatient but ever hospitalized in Rumkital Dr. Ramelan, taken by accidental sampling. Method of analysis was descriptive statistics and chi-square test. The results of this study indicate that there was no significance difference on individual and social characteristics of patients who are taking inpatient treatment and those who are not in Dr. Ramelan Navy Hospital expect for individual characteristics in term of the frequency in inpatient service use. On psychographic characteristics showed significant correlation in the four sub variables: motivation, perception, learning, attitudes and beliefs. The brand image variabels showed significant correlation on types of brand association and favorability of brand association. On strength of brand association and uniqueness of brand association there was no significant correlation in purchasing decisions. The types of brand association consisting of product related attributes, non products related attributes, benefits and attitudes have a significant relationship. The benefits of the service is very influential factors in purchase decision. Speed and efficiency of service were very strong influence favorability of brand association on the purchase decision. According to these results it can be concluded that brand image of Rumkital Dr. Ramelan influences inpatient purchasing decisions, while the individual characteristics factors, social and psychographics influence the brand image on purchase decisions hospitalization. Building a positive brand image will improve inpatient decision in Rumkital Dr Ramelan.

Keywords: consumer characteristics, brand image, purchase decision