

**ABSTRACT**

**UTILIZATION IMPROVEMENT OF CLINIC KARAH  
CUSTOMER BASED BRAND EQUITY ANALYSIS  
AT RKZ SURABAYA**

Clinic Karah (CK) of Surabaya Catholic Hospital (SCH) was established in 1971. During its development, Clinic Karah's utilization decreased from the year 2007 to 2012, with average out patient clinic visit were 4 patient of one day. To view the causes of this decrease we use analysis of Customer Based Brand Equity (CBBE) to the community in an area 2 km from the CK of SCH to deploy questionnaires using cluster sampling technique. The results of analysis of CBBE showed that (1) Brand Identity (brand salience), (2) Brand Meaning (brand performance and imagery), (3) Brand Responses (brand judgments and feelings), and (4) Brand Relationship (brand resonance). This research used cross sectional study. The member of sample were 150 family, lived around 2 Km from the CK of SCH. From the survey results revealed that family in about 2 Km from the CK of SCH are family with the economic status of middle where most of the head families senior high school education. The family choose go to the clinic because of the price and near with their residence. Brand Identity, especially brand salience, showed that the family around CK of SCH had knowledge with Clinic Karah but only a small of them had not yet visited CK of SCH. In brand performance, product services were minimal with opening hours relatively limited. In brand imagery, the family have not been proud yet when using the service at Clinic Karah. In brand feelings, the family did not feel proud of the existence of Clinic Karah. In brand resonance, a strong attachment had not occurred. The recommendations which can be given is increased promotion, addition of opening hours and new product of health services, strengthen education inside and collaboration with third parties.

**Keyword : Customer Based Brand Equity, Promotion Mix.**