

The Effort of Improving the Clinical Utilization of Mitra Keluarga in Banyuwangi Based on Brand Equity Analysis

ABSTRACT

The trend in the future of healthcare will become a competition within healthcare institutions such as hospitals, health centers, and clinics. Therefore, the *brand* needs to be organized, developed, strengthened, and improved the quality in order to provide a sustainably competitive advantage for healthcare institutions. Based on the fact, it could be studied that the number of the visits of Mitra Keluarga Clinic of Banyuwangi in 2008-2012 tended to decrease. The average of visit reduction was 10.80 % per year. The purpose of this study was to formulate recommendations in an effort to increase service utilization Mitra Keluarga Clinic based on the *Brand Equity* analysis.

This study was an observational study with cross sectional design. The study was conducted at the Mitra Keluarga Clinic of Banyuwangi. The data were taken in July until August 2013. The taken data were gained by using questionnaires distributed to 134 respondents at the Mitra Keluarga Clinic who were hospitalized.

The obtained result of *Brand equity* analysis showed that the *Brand association* which became the clinic image was the easy procedures, fast service, affordable rates, a strategic place and lower middle-class choice. Perceived quality felt by most of the respondents which were indicated good was 78.4 %. Meanwhile, the *Brand loyalty* Mitra Keluarga Clinic majority of respondents were not loyal with 57.5 %.

According to the result of the Brand equity analysis of Mitra Kelaurga Clinic, the effort done to improve the utilization ot patients visits at the clinic needed and kept the strong *Brand association* in costumers mind, kept perceived quality well, and increased the costumers Brand loyalty.

Keywords : Brand equity, Brand Association, Perceived quality, Brand loyalty Clinical Utilization.