

ABSTRACT**Recommendation for Increasing Utilization of Normal Delivery
With Brand Image Analysis and Three Stage Model of Service Consumption
in Klinik Pratama Rawat Inap Rumah Bersalin Gratis Rumah Zakat**

Intention for buying something, whether it associated with product or service, is very important thing on purchase stage. It depends on pre purchase stage on evaluation of alternatives, when customer had to choose what product or service they want to. The objective of this study was to create recommendation to increase Normal Labour on K4 Pregnant Women With Brand Image Analysis dan Three Stage Model of Service Consumption in Klinik Pratama Rawat Inap Rumah Bersalin Gratis Rumah Zakat. This was observational analytic study and used prospective cohort. The primary data collected two times. Before and after delivery process. There are 54 respondent took by total sampling, whether all of K4 pregnant women with pregnancy age more than 32 weeks. The samples taken from March to August 2014. The research result showed that some characteristic had relationship with decision on service purchase. On pre purchase stage within evaluation of alternatives show on public customer neighbour had choose the labour place. Whether brand image had less relationship with decision on service purchase. The standart of excellent service on public and member customer been true with the satisfied of them mostly. Some public and member customer intense to labour on klinik RBG, but actually they didnt. The reason mostly because they afraid to took care their first delivery baby and they could not take care the other child when they with the baby. The recommendation to increase the utilization of normal delivery in Klinik Pratama Rawat Inap Rumah Bersalin Gratis Rumah Zakat can be divided on 6 aspects. There are recommendation on product, place, promotion, people, process, and physical evidence.

Keywords: Brand image, Three Stage Model of Service Consumption, Normal Delivery