

ABSTRACT

Customer Satisfaction Index (CSI) Based on Brand Equity Analysis As The Effort Of Enhancing The Amount Of In-Patient In Muji Rahayu Hospital Surabaya

The purpose of this research was to arrange the effort of enhancing the amount of in-patient in Muji Rahayu Surabaya hospital based brand equity analysis and Customer Satisfaction Index (CSI). This study was an observational research with cross sectional arrangement which was done in February-June 2016 with questionnaire instrument. The sample collection technique was proportionate stratified random. The sample amount was 173 in-patients. The data was analyzed using analysis test of one-way ANOVA and Wilcoxon. Based on the research result it indicated that brand awareness of Muji Rahayu hospital was very bad whereas brand quality, brand association, brand relationship and brand loyalty were good. The research result indicated that inequity to all variable attributes i.e. brand awareness, brand quality, brand association, brand relationship and brand loyalty. It meant, there was differences appraisal to all nursing class. Based on the analysis test result of One-way ANOVA, there were significant differences of the doctor's friendliness in giving response for illness complaint (Sig. = 0,035), the doctor's friendliness in giving service (Sig.= 0,007), the doctor's politeness in giving service (Sig.= 0,044), the room temperature (Sig.= 0,001), the room aroma (Sig. = 0,045), the cleanness of waiting room (Sig. = 0,039), the completeness of health instrument (Sig. = 0,013), the hospital reputation (Sig. = 0,013), the relationship between in-patient and the other patients who had treatment (Sig. = 0,003), the willingness or decision for the in-patient to use health service in Muji Rahayu Surabaya hospital although the price was more expensive than the other hospitals (Sig.= 0,049) to nursing class. Customer Satisfaction Index (CSI) patient in Muji Rahayu Surabaya hospital was 76,06%, it meant enough satisfaction. CSI patient to nursing class VIP was 78,27%, I was 75,31%, II was 76,12%, and III was 76,26%, its meant enough satisfaction. The recommendations given to Muji Rahayu hospital were promotion about the service kind, and give reward to doctor, nurse and all employees involved in giving service process who have very good performance, to improve or add fan and AC and provide room perfume in each room, to equip health instrument, name plate installed on road side, evaluation of the room rate, applying internal marketing and interactive marketing.

Keywords: brand equity, hospital, in-patient, Customer Satisfaction Index (CSI)