

ABSTRACT

RECOMMENDATIONS TO STRENGTHENING BRAND FOR ENHANCED PATIENT NUMBER in DENTAL HOSPITAL of HANG TUAH UNIVERSITY SURABAYA

The company is able to be the basis of the formation of customer loyalty and fanaticism of the product or service through a strong brand. Having a strong brand is a vital aspect for any company, because the advantage gained diverse. Based on the data in 2014 and 2015, it showed the decreased number of patients at the Dental Hospital of Hang Tuah University (UHT Dental Hospital) from 2014 to 2015 amounted to 949 people (8%), as well as the number of patients in the Polyclinic of Medical Specialists of UHT Dental, were 14,6% (348 patients) from ideal capacity (2384 patients).

This study was an observational study that used 200 respondences from the patients population of UHT Dental Hospital. The study was conducted at UHT Dental Hospital from March-April 2016.

The results showed that the characteristics of patients who seek treatment at the UHT Dental Hospital were majority adults in productive age (25-35 years old), at middle to lower-end of socio-economic class, and had the education level of SLTA grade. Most of respondents had bad perception for the brand attributes of UHT Dental Hospital. Most of them had low brand awareness and low brand knowledge towards the UHT Dental Hospital. The majority of respondents rated the branding of UHT Dental Hospital were bad. There was a tendency if the brand attributes were good, the brand awareness was getting better. There was a tendency if the branding were good, the brand awareness was getting better. There was a tendency if the brand attributes were bad, the brand knowledge was getting better. There was a tendency if the branding were good, the brand knowledge was getting better.

Conclusion that Brand Resonance Model can be used as a reference as an efforts to strengthen the brand that aims to increase the number of patients at the UHT Dental Hospital. Suggestions that UHT Dental Hospital expected to undertake program assessment related to oral health services and promotions continually.

Keywords: Branding, Brand Awareness, Brand Knowledge.

ABSTRAK

REKOMENDASI UPAYA PENGUATAN MEREK UNTUK PENINGKATAN PASIEN DI RUMAH SAKIT GIGI DAN MULUT UNIVERSITAS HANG TUAH SURABAYA

Perusahaan mampu menjadi basis terbentuknya loyalitas dan fanatisme pelanggan terhadap produk maupun jasa melalui *brand* yang kuat. Memiliki *brand* yang kuat merupakan aspek vital bagi setiap perusahaan, karena keunggulan yang didapatkan beraneka ragam. Berdasarkan data pada tahun 2014 dan 2015 terjadi penurunan jumlah pasien di RSGM UHT dari tahun 2014 ke tahun 2015 sebesar 949 orang (8%), serta jumlah pasien di poliklinik Medik Spesialis RSGM UHT yang rendah, yaitu sebesar 14,6% (348 pasien) dari kapasitas ideal (2384 pasien).

Penelitian ini adalah penelitian observasional dengan 200 responden dari populasi pasien RSGM UHT. Penelitian dilakukan di Rumah Sakit Gigi dan Mulut Universitas Hang Tuah mulai bulan Maret-April 2016.

Hasil penelitian menunjukkan bahwa karakteristik pasien yang berobat di RSGM UHT mayoritas berusia dewasa produktif (25-35 tahun), dengan kelas sosio-ekonomi menengah ke bawah, dan memiliki tingkat pendidikan tamat SLTA. Mayoritas responden memiliki persepsi yang buruk tentang atribut merek RSGM UHT, memiliki *brand awareness* yang rendah tentang RSGM UHT, memiliki *brand knowledge* yang rendah tentang RSGM UHT, dan menilai *branding* yang dilakukan RSGM UHT buruk. Ada kecenderungan jika atribut merek baik, maka *brand awareness* semakin baik. Ada kecenderungan jika *branding* baik, maka *brand awareness* semakin baik. Ada kecenderungan jika atribut merek buruk, maka *brand knowledge* semakin baik. Ada kecenderungan jika *branding* semakin baik maka *brand knowledge* semakin baik.

Kesimpulan bahwa *Brand Resonance Model* dapat digunakan sebagai acuan dalam upaya penguatan merek yang bertujuan untuk meningkatkan jumlah pasien di RSGM UHT. Saran RSGM UHT diharapkan untuk melakukan *assessment* terkait program pelayanan kesehatan gigi dan mulut dan promosi secara *continue*.

Kata Kunci: *Branding, Brand Awareness, Brand Knowledge*.