

**ABSTRACT**

**The Attempt to Improve the Number of Visits at the Health Care Center (HCC) or *Pusat Layanan Kesehatan (PLK)* of Airlangga University based on *Brand Equity* Analysis**

*Brand equity* plays an essential role in health service business, including its function to attract customers to utilize Health Care Center (HCC) or *Pusat Layanan Kesehatan (PLK)* facilities of Airlangga University. The students of Airlangga University know that there is HCC or *PLK* but there are 48% students who never utilize health service facility given by HCC. The reasons behind this are distant location, complicated and unconvincing service, feeling scared and have never been sick while being active student. The aim of this research was to compile the recommendation of HCC utilization at Airlangga University based on *Brand Equity* analysis. This research used observational analytic design with cross sectional approach. This research was conducted at HCC of Airlangga University in November 2018 to January 2019. The population of this research was 38.515 active students of Airlangga University with 381 students as samples were selected through *simple random sampling* calculation method. The independent variables of this research were consumer factors (individual characteristics covering age, gender, origin, education, duration of study, faculty) and *Brand equity* (*brand awareness, brand association, and brand loyalty*). The dependent variable of this research was patient's visits to HCC of Airlangga University. The research instrument was questionnaires that had been tested its validity, reliability, and passed research ethics review. *Linear regression* and *logistic regression* tests were used to know the effect between the variables. *Brand equity* of HCC of Airlangga University was categorized as good (mean = 3.37). *Brand awareness* of HCC was good (mean = 3.89), *brand association* of HCC was good (mean = 3.46), whereas *brand loyalty* was categorized as sufficient (mean = 2.77). Based on the results of the research, it can be concluded that the patients' visits at HCC of Airlangga University were influenced by *Brand Equity* (*brand awareness, brand association, and brand loyalty*). *Brand association*, the sub-variable of *Brand Equity*, was the variable that significantly affected the visits at HCC of Airlangga University. Therefore, *brand awareness, brand association, and brand loyalty* of HCC of Airlangga University are needed to be improved and maintained.

Keywords: *brand association, brand awareness, brand equity, brand loyalty, visits, pratama clinic*

**ABSTRAK**

**Upaya Peningkatan Jumlah Kunjungan Pusat Layanan Kesehatan  
Universitas Airlangga Berdasarkan Analisis *Brand Equity***

*Brand Equity* sangat berperan dalam bisnis jasa pelayanan kesehatan, termasuk dalam fungsinya adalah untuk menarik pelanggan agar memanfaatkan fasilitas Pusat Layanan Kesehatan (PLK) Universitas Airlangga. Mahasiswa Universitas Airlangga mengetahui adanya PLK namun terdapat 48% belum pernah memanfaatkan pelayanan fasilitas kesehatan yang diberikan PLK. Adapun alasan mahasiswa belum pernah memanfaatkan fasilitas antara lain karena lokasi yang jauh, pelayanan rumit dan tidak meyakinkan, takut dan belum pernah sakit selama menjadi mahasiswa aktif. Tujuan penelitian ini adalah menyusun rekomendasi pemanfaatan PLK Universitas Airlangga berdasarkan analisis *Brand Equity*. Penelitian ini menggunakan desain analitik observasional dengan pendekatan *cross sectional*. Penelitian ini dilakukan di PLK Universitas Airlangga pada bulan November 2018 sampai dengan Januari 2019. Populasi dalam penelitian ini adalah Mahasiswa aktif Universitas Universitas Airlangga yang berjumlah 38.515 dengan besar sampel 381 yang didapat berdasarkan metode perhitungan *simple random sampling*. Variabel Independen penelitian yaitu Faktor konsumen (karakteristik individu yang meliputi usia, jenis kelamin, asal daerah, pendidikan, lama studi, asal fakultas) dan *Brand Equity* (*brand awareness*, *brand association*, dan *brand loyalty*). Variabel dependen penelitian adalah Kunjungan pasien ke PLK Universitas Airlangga. Instrumen penelitian menggunakan kuesioner yang telah diuji validitas reliabilitas dan telah lolos kaji etik penelitian. Uji regresi linier dan uji regresi logistik digunakan untuk mengetahui pengaruh antar variabel. *Brand Equity* PLK Universitas Airlangga termasuk dalam kategori baik (*mean* = 3,37). *Brand awareness* PLK baik (*mean*=3,89), *brand association* PLK baik (*mean*=3,46), sedangkan dan *brand loyalty* masuk dalam kategori cukup (*mean*=2,77). Berdasarkan hasil penelitian dapat disimpulkan bahwa kunjungan pasien ke PLK Universitas Airlangga dipengaruhi *brand equity* (*brand awareness*, *brand association*, dan *brand loyalty*). Sub variabel *brand equity* yaitu *brand association* merupakan variabel yang paling besar mempengaruhi kunjungan ke PLK Universitas Airlangga. Oleh karena itu, perlu meningkatkan dan mempertahankan *brand awareness*, *brand association*, dan *brand loyalty* PLK Universitas Airlangga.

Kata Kunci: *brand association*, *brand awareness*, *brand equity*, *brand loyalty*,  
Kunjungan, Klinin Pratama