

ABSTRACT

THE EFFECT OF SERVICE QUALITY AND BRAND IMAGE ON PATIENT SATISFACTION AT TANGERANG SELATAN HOSPITAL

Daffa Praditya¹⁾, Dr. Hastuti Naibaho S.E., M.Si²⁾

¹⁾Management student, Pembangunan Jaya University

²⁾Lecturer of Management Studies Program, Pembangunan Jaya University

Currently, every company must face intense competition, because companies must provide services that are different and superior to competitors continuously. Most service providers often consider their customers in the product development process, thus forming good customer relationships. If the service provider can establish a relationship that can impress the customer, the relationship can last for a long period of time. This study aims to determine how the influence of service quality and brand image on patient satisfaction at the South Tangerang hospital. Data was collected by giving 132 respondents a questionnaire. This study uses a quantitative approach and the analytical technique used in this research is multiple linear regression. The results of this study indicate that partially service quality has a significant effect on customer satisfaction. Then the results of the research Brand image have a significant effect on patient satisfaction and the results show that the variables of service quality and brand image simultaneously (simultaneously) affect patient satisfaction.

Keywords : Quality, Competitors, Brand image, Satisfaction, Customers.

Library : 25

Publication Years : 1999 – 2019