

ABSTRACT

The Effect of Service Quality and Brand Image on Consumer Satisfaction at Insan Permata Hospital

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The purpose of this study was to analyze the effect of service quality and brand image on customer satisfaction at Insan Permata Hospital. This type of research is quantitative in the form of primary data originating from consumers at Insan Permata Hospital. Data collection used purposive sampling by distributing questionnaires to 126 respondents with the help of Google Forms. The analytical method used in this study uses descriptive analysis, validity and reliability tests, classical assumption tests, multiple linear regression analysis and hypothesis testing (t test and f test). The results of this study indicate that service quality has a positive and significant effect on customer satisfaction, brand image has a positive effect on customer satisfaction and together service quality and brand image have a positive and significant effect on customer satisfaction at Insan Permata Hospital.

Keywords : Service Quality, Brand Image, Consumer Satisfaction