

ABSTRAK

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ANTESEDEN DARI *CLINIC BRAND IMAGE*, *PERCEIVED SERVICE QUALITY*, *PERCEIVED VALUE* DAN *SATISFACTION* SERTA DAMPAKNYA PADA *BEHAVIOR INTENTION* (STUDI PADA KLINIK OLAHRAGA ISMC)

(xvi + 146 halaman; 7 gambar; 10 grafik; 27 tabel; 4 lampiran)

Tujuan penelitian ini dilakukan untuk menganalisis pengaruh anteseden dari *clinic brand image*, *perceived service quality*, *perceived value* dan *satisfaction* terhadap *behavior intention*. Model penelitian ini dimodifikasi dari penelitian terdahulu dengan independen variabel *word of mouth communication*, *clinic created social media*, *user generated social media*, *clinic advertisement*, *tariff perception* dan *trust*. Kemudian diuji secara empiris pada konsumen klinik olahraga di Jakarta. Metode penelitian ini dilakukan secara kuantitatif dengan analisis data melalui PLS-SEM. Responden penelitian didapatkan melalui *purposive sampling* dengan sejumlah kriteria didapatkan 211 responden yang memenuhi syarat. Data diperoleh melalui kuisisioner dengan skala Likert dan disebarikan secara *online*. Hasil penelitian ini menunjukkan bahwa semua hipotesis mempunyai pengaruh yang signifikan kecuali dari *clinic advertisement* terhadap *clinic brand image*, *clinic created social media* mempunyai pengaruh negatif terhadap *clinic brand image*. Pengaruh langsung paling kuat terhadap *behavior intention* ditunjukkan oleh *perceived value* sedangkan pengaruh paling kuat terhadap *clinic brand image* didapatkan dari *trust*. Implikasi manajerial dapat diberikan dalam bentuk saran kepada manajer klinik. Terdapat sejumlah rekomendasi untuk pengembangan penelitian lebih lanjut.

Referensi : 147 (1986 - 2020)

Kata Kunci: Anteseden, *clinic brand image*, *perceived service quality*, *perceived value*, *satisfaction*, *behavior intention* dan klinik olahraga.

ABSTRACT

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ANTECEDENT FROM CLINIC BRAND IMAGE, PERCEIVED SERVICE QUALITY, PERCEIVED VALUE DAN SATISFACTION AND THE INFLUENCE TO BEHAVIOR INTENTION (RESEARCH ON SPORT CLINIC ISMC)

(xvi + 146 pages; 7 pictures; 10 graphics; 27 tables; 4 attachments)

The purpose of this research is to analyse the influence of antecedent from clinic brand image, perceived service quality, perceived value and satisfaction to behavior intention. This research model is modified from previous research with independent variable word of mouth communication, clinic created social media, user generated social media, clinic advertisement, tariff perception and trust. Then tested empirically to sport clinic's clients in Jakarta.

The research method is executed quantitatively with data analysis through PLS-SEM. Research respondents is gathered through purposive sampling with a number of criteria and 211 respondents are found qualified. Data is gathered through questionnaire with Likert scale and distributed online. The result of this research indicate that all hypothesis possesses significant influence except from clinic advertisement to clinic brand image and clinic created social media has negative influence to clinic brand image.

The strongest direct effect toward behavior intention is shown by perceived value while the strongest influence to clinic brand image is shown by trust. The managerial implication could be given in form of advice to clinic manager. There are several recommendations made for improvement for further research.

Reference : 147 (1986 - 2020)

Keywords : Antecedent, clinic brand image, perceived service quality, perceived value, satisfaction, behavior intention and sport clinic.