

## ABSTRAK

**Yogi Mandala Suprpto (0161620004)**

**“ANALISIS PENGARUH KEGIATAN PEMASARAN TERHADAP EKUITAS MEREK BERBASIS PELANGGAN DI RUMAH SAKIT (STUDI KASUS: RS SETO HASBADI)”**

( xvii + 97 halaman; 5 gambar; 22 tabel; 1 lampiran)

Rumah Sakit Seto Hasbadi merupakan rumah sakit yang didominasi oleh pasien BPJS. Untuk itu pihak rumah sakit berinisiasi untuk dapat meningkatkan jumlah pasien/peserta umum atau mandiri melalui resegmentasi demografis baru. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh langsung variabel bebas terhadap variabel terikatnya. Oleh karena itu penelitian dilakukan di RS Seto Hasbadi Bekasi dengan 367 responden. Teknik analisis data menggunakan SEM dengan *software* smartPLS. Terdapat enam variabel bebas yaitu *physical environment, interpersonal care activity, technical process, administrative process, core services, service communication*, dan *access convenience* dan variabel terikat adalah *customer experience* dan *customer-based brand equity*. Hasil penelitian yang diketahui bahwa variabel *physical environment, interpersonal care activity, dan access convenience*, memiliki pengaruh positif terhadap variabel *customer experience*, serta variabel *customer experience* memiliki pengaruh positif terhadap *customer-based brand equity*. Selain itu diketahui bahwa dalam menarik pelanggan, rumah sakit, khususnya RS Seto Hasbadi Bekasi memiliki lingkungan yang luas, tata letak dan desain interior yang baik, fasilitas yang lengkap, serta suasana dan aroma yang nyaman. Lokasi RS Seto Hasbadi juga sangat mudah dicapai serta pelayanan dan perawatan yang diberikan sangat nyaman, jelas, dan cepat, membuat pelanggan memilih RS Seto Hasbadi daripada rumah sakit lain dalam tipe yang sama.

Referensi : 107 ( 1997 - 2022)

Kata kunci : *customer based brand equity, customer experience*, kepuasan pelanggan, *marketing activities*, SEM

## **ABSTRACT**

**Yogi Mandala Suprpto (0161620004)**

**“ANALYSIS OF THE INFLUENCE OF MARKETING ACTIVITIES ON CUSTOMER-BASED BRAND EQUITY IN HOSPITAL (CASE STUDY: SETO HASBADI HOSPITAL)”**

**( Error! Bookmark not defined.ii + 97 halaman; 5 gambar; 22 tabel; 1 lampiran)**

*Seto Hasbadi Hospital is a hospital dominated by BPJS patients. For this reason, the hospital took the initiative to be able to increase the number of patients/participants in general or independently through a new demographic resegmentation. The purpose of this study is to determine the direct effect of the independent variable on the dependent variable. Therefore the research was conducted at Seto Hasbadi Hospital Bekasi with 367 respondents. Data analysis technique using SEM with smartPLS software. There are six independent variables, namely physical environment, interpersonal care activity, technical process, administrative process, core services, service communication, and access convenience and the dependent variable is customer experience and customer-based brand equity. The research results show that the physical environment, interpersonal care activity, and access convenience variables have a positive effect on the customer experience variable, and the customer experience variable has a positive effect on customer-based brand equity. In addition, it is known that in attracting customers, hospitals, especially Seto Hasbadi Bekasi Hospital have a spacious environment, good layout and interior design, complete facilities, and a comfortable atmosphere and aroma. The location of Seto Hasbadi Hospital is also very easy to reach and the services and care provided are very convenient, clear and fast, making customers choose Seto Hasbadi Hospital compared to other hospitals of the same type.*

*Reference : 107 ( 1997 - 2022)*

*Key Words : customer based brand equity, customer experience, customer satisfaction, marketing activities, SEM*