**PENGARUH *BRAND IMAGE* (CITRA MERK) DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PASIEN INSTALASI RAWAT INAP PAVILIUN PARAHYANGAN DI RSUP DR. HASAN SADIKIN BANDUNG**

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**Abstrak :**Penelitian ini bertujuan untuk mengetahui, menganalisis danmengkaji Pengaruh*Brand Image* (citramerk), kualitaspelayananterhadapkepuasanpasien, faktor-faktor yang menghambatdanmenjaditantangandalampelaksanaanpeningkatankepuasanpasiensertadalamrangkapeningkatanIndikatorKepuasanMasyarakat (IKM). Dalampenelitianini, penelitimenggunakanmetodepenelitiankualitatifmelaluiobservasi, wawancaradanstudikepustakaansertadokumentasidengansumber data primer yaituhasilwawancaradanpengamatanserta data sekunderyaitu literature yang dilakukanterhadapbukudancatatan yang berhubungandenganpenelitiandansitus internet. Teknikanalisis data yaitudengancaramereduksi data, menyajikan data, menarikkesimpulandanverifikasi. Hasilpenelitianmenunjukkanbahwa*brand image* (citramerk) mempunyaipengaruhsecaraparsialterhadapkepuasanpelanggansebesar 13,5% sedangkankualitaspelayananmempunyaipengaruhsecaraparsialterhadapkepuasanpelanggansebesar 39,8% sehingga total keseluruhanpengaruh*brand image* (citramerk) dankualitaspelayananterhadapkepuasanpelanggansecarabersama-samasebesar 53,3% sedangkansisanya 46,7% merupakankontribusidarivariabellainnyaselainkeduavariabel*brand image* (citramerk) dankualitaspelayanan. Upayapeningkatankualitaspelayanandapatdilakukandengancaraevaluasiterusmenerusterhadappelayanan yang telahdilakukansertaberusahauntukterusmeningkatankualitaspelayananuntukpersiangandimasa yang akandatang.

**Kata kunci** :MetodeKualitatif, *Brand Image* (citramerk), KualitasPelayanan, KepuasanPasien

***INFLUENCE BRAND IMAGE (IMAGE OF BRANDS) AND QUALITY OF SERVICE TO SATISFACTION OF INPATIENT PATIENT INVITATION OF PAVILIUN PARAHYANGAN IN DR. HASAN SADIKIN BANDUNG***

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***Abstract:*** *This study aims to know, analyze and study the effect of Brand Image (brand image), service quality to patient satisfaction, inhibiting factors and become a challenge in the implementation of increasing patient satisfaction and in the framework of improving the Satisfaction Indicators (IKM). In this research, researcher use qualitative research method through observation, interview and library study and documentation with primary data source that is result of interview and observation and secondary data that is literature done to book and note related to research and internet site. Data analysis technique is by reducing data, presenting data, drawing conclusions and verification. The result of the research shows that brand image (brand image) has partial influence on customer satisfaction 13.5% while service quality has partial influence to customer satisfaction equal to 39,8% so total influence of brand image (brand image) and service quality on customer satisfaction together 53.3% while the remaining 46.7% is a contribution from other variables in addition to both brand image (brand image) and service quality. Efforts to improve the quality of service can be done by means of continuous evaluation of services that have been done and strive to continue to improve the quality of service for future merchandise in the future.*

***Keywords:*** *Qualitative Method, Brand Image (brand image), Quality of Service, Patient Satisfaction*

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