

Hubungan Customer-Based Brand Equity Dengan Keputusan Pasien Memilih Rawat Inap Di RS Hermina Jatinegara

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Deskripsi Lengkap: <https://lib.fkm.ui.ac.id/detail.jsp?id=139317&lokasi=lokal>

Abstrak

Persaingan rumah sakit swasta yang semakin ketat menuntut rumah sakit untuk memperkuat merek sebagai strategi dalam menarik dan mempertahankan pasien eksekutif atau non-JKN. RS Hermina Jatinegara menghadapi tantangan pada layanan rawat inap eksekutif, ditunjukkan oleh Bed Occupancy Rate (BOR) yang fluktuatif dan belum stabil pada ambang ideal, serta rendahnya konversi pasien dari rawat jalan eksekutif dan IGD eksekutif ke layanan rawat inap eksekutif. Penelitian ini bertujuan untuk menganalisis hubungan Customer-Based Brand Equity (CBBE) berdasarkan model Keller, yang terdiri dari dimensi brand salience, brand performance, brand imagery, brand judgments, brand feelings, dan brand resonance, dengan keputusan pasien memilih layanan rawat inap eksekutif di RS Hermina Jatinegara. Penelitian ini menggunakan pendekatan kuantitatif dengan desain potong lintang. Sampel penelitian berjumlah 96 responden pasien eksekutif, terdiri dari 87 responden dari unit rawat jalan eksekutif dan 9 responden dari unit IGD eksekutif, yang dipilih dengan teknik consecutive sampling dan proportional sampling. Data primer dikumpulkan melalui kuesioner berskala Likert, sedangkan data sekunder diperoleh dari data operasional rumah sakit dan referensi pendukung. Analisis data dilakukan menggunakan SEM-PLS melalui pengujian outer model dan inner model. Hasil penelitian menunjukkan bahwa keputusan pasien dalam memilih layanan rawat inap berada pada kategori baik. Seluruh dimensi CBBE juga menunjukkan persepsi yang baik, meskipun masih terdapat beberapa indikator yang perlu ditingkatkan, terutama pada aspek top of mind, kecepatan respons pelayanan, rasa aman, kebanggaan sosial, dan penghargaan personal. Nilai R-square sebesar 0,786 menunjukkan bahwa model mampu menjelaskan keputusan pasien sebesar 78,6%. Hasil uji bootstrap menunjukkan bahwa brand imagery berhubungan positif dan signifikan dengan keputusan pasien ($p=0,023$), demikian pula brand resonance ($p=0,018$). Sementara itu, brand salience, brand performance, brand feelings, dan brand judgments tidak menunjukkan hubungan yang signifikan. Penelitian ini menyimpulkan bahwa citra merek dan keterikatan emosional pasien merupakan faktor utama yang berhubungan dengan keputusan pasien memilih layanan rawat inap eksekutif di RS Hermina Jatinegara. Oleh karena itu, rumah sakit perlu memperkuat repositioning citra sebagai rumah sakit umum modern, meningkatkan komunikasi clinical excellence, memperbaiki responsivitas layanan, serta membangun relationship marketing melalui layanan personal dan berkelanjutan bagi pasien eksekutif.

Increasing competition among private hospitals requires stronger brand development as a strategic effort to attract and retain executive or non-JKN patients. RS Hermina Jatinegara faces challenges in its executive inpatient services, as reflected in fluctuating Bed Occupancy Rate (BOR) performance that has not consistently reached the ideal standard, as well as the low conversion rate of patients from executive outpatient and emergency department services to executive inpatient care. This study aims to analyze the relationship between Customer-Based Brand Equity (CBBE), based on Keller's model consisting of brand salience, brand performance, brand imagery, brand judgments, brand feelings, and brand resonance, and patients' decision to choose executive inpatient services at

RS Hermina Jatinegara. This study used a quantitative approach with a cross-sectional design. The sample consisted of 96 executive patients, including 87 respondents from the executive outpatient unit and 9 respondents from the executive emergency department, selected using consecutive sampling and proportional sampling techniques. Primary data were collected through a Likert-scale questionnaire, while secondary data were obtained from hospital operational records and supporting references. Data analysis was conducted using SEM-PLS through outer model and inner model testing. The results showed that patients' decision to choose inpatient services was generally categorized as good. All CBBE dimensions also demonstrated positive patient perceptions, although several indicators still require improvement, particularly those related to top-of-mind awareness, service responsiveness, sense of security, social pride, and personal appreciation. The R-square value of 0.786 indicated that the model was able to explain 78.6% of the variance in patients' decision-making. Bootstrap testing showed that brand imagery had a positive and significant relationship with patients' decision-making ($p = 0.023$), as did brand resonance ($p = 0.018$). Meanwhile, brand salience, brand performance, brand feelings, and brand judgments did not show significant relationships. This study concludes that brand image and patients' emotional attachment are the main factors associated with patients' decision to choose executive inpatient services at RS Hermina Jatinegara. Therefore, the hospital needs to strengthen its repositioning as a modern general hospital, improve communication of clinical excellence, enhance service responsiveness, and develop relationship marketing through more personalized and continuous services for executive patients.