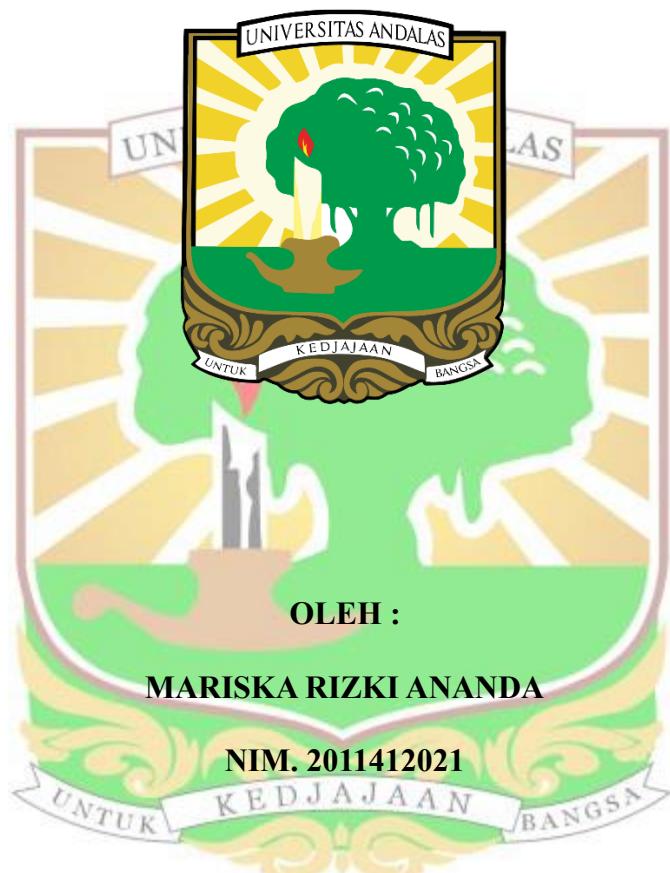


**SKRIPSI**

**PENGARUH DIMENSI *BRAND IMAGE (CORPORATE IDENTITY, PHYSICAL ENVIRONMENT, SERVICE OFFERING)* TERHADAP KEPUTUSAN MASYARAKAT UNTUK MEMILIH PELAYANAN KESEHATAN RSGM UNAND**



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**Pembimbing 2 : drg. Puji Kurnia, MDSc., Sp. KGA.**

**FAKULTAS KEDOKTERAN GIGI**

**UNIVERSITAS ANDALAS**

**PADANG**

**2024**

**PENGARUH DIMENSI *BRAND IMAGE (CORPORATE IDENTITY, PHYSICAL ENVIRONMENT, SERVICE OFFERING)* TERHADAP KEPUTUSAN MASYARAKAT UNTUK MEMILIH**

# PELAYANAN KESEHATAN RSGM UNAND

Oleh: Mariska Rizki Ananda

## ABSTRAK

**Latar Belakang:** RSGM UNAND sebagai fasilitas pelayanan kesehatan perlu melakukan upaya dalam meningkatkan jumlah kunjungan. Salah satunya dengan membangun *brand image* rumah sakit yang merupakan persepsi maupun kesan masyarakat, sehingga dapat meningkatkan minat masyarakat untuk memanfaatkan pelayanan kesehatan. Dimensi *corporate identity*, *physical environment* dan *service offering* akan menunjukkan *brand image* yang telah dibentuk oleh RSGM serta pengaruhnya terhadap keputusan masyarakat memilih pelayanan kesehatan RSGM UNAND.

**Tujuan:** Mengetahui pengaruh dimensi *Corporate Identity*, *Physical Environment*, *Service Offering* terhadap keputusan masyarakat untuk memilih pelayanan kesehatan RSGM UNAND.

**Metode Penelitian:** Jenis penelitian ini merupakan penelitian observasi analitik dengan pendekatan *cross sectional study* yang dilakukan pada bulan Maret 2024 di Kecamatan Padang Timur. Sampel penelitian sebanyak 106 responden dengan menggunakan teknik *cluster random sampling* yaitu dengan membuat *cluster* berdasarkan jarak dekat dan jarak jauh. **Hasil:** Penelitian menunjukkan bahwa terdapat pengaruh dimensi *corporate identity* ( $p = 0,011$ ) dan *service offering* ( $p = 0,009$ ) terhadap keputusan masyarakat untuk memilih pelayanan kesehatan RSGM UNAND dan tidak ada pengaruh dimensi *physical environment* ( $p = 0,489$ ) terhadap keputusan masyarakat untuk memilih pelayanan kesehatan RSGM UNAND.

**Kesimpulan:** Dimensi *corporate identity* dan *service offering* memiliki pengaruh terhadap keputusan masyarakat untuk memilih pelayanan kesehatan RSGM UNAND.

**Kata kunci:** *Brand image*, *corporate identity*, *physical environment*, *service offering*.



**THE INFLUENCE OF BRAND IMAGE DIMENSIONS (CORPORATE IDENTITY, PHYSICAL ENVIRONMENT, SERVICE OFFERING) ON THE DECISION OF THE PUBLIC TO CHOOSE DENTAL AND ORAL HEALTH SERVICES AT THE RSGM UNAND**

**By: Mariska Rizki Ananda**

**ABSTRACT**

**Background:** RSGM UNAND, as a healthcare service facility, needs to increase the number of visits. One of these efforts is by building the hospital's brand image, which is the perception and impression held by the public, thereby increasing public interest in utilizing healthcare services. The dimensions of corporate identity, physical environment, and service offering will illustrate the brand image established by RSGM and its influence on the community's decision to choose RSGM UNAND's healthcare services. **Objective:** To determine the influence of the dimensions of Corporate Identity, Physical Environment, and Service Offering on the community's decision to choose the healthcare services of RSGM UNAND. **Research Method:** This research is an analytic observational study with a cross-sectional approach conducted in March 2024 in the East Padang District. The sample consisted of 106 respondents using the cluster random sampling technique by creating clusters based on proximity and distance. **Results:** The study showed that there is an influence of the corporate identity dimension ( $p=0,011$ ) and service offering dimension ( $p=0,009$ ) on the community's decision to choose RSGM UNAND's healthcare services. There is no influence of the physical environment dimension ( $p=0,489$ ) on the community's decision to choose RSGM UNAND's healthcare services. **Conclusion:** The dimensions of corporate identity and service offering have an influence on the community's decision to choose the healthcare services of RSGM UNAND.

**Keywords:** Brand image, corporate identity, physical environment, service offering.

