

ABSTRACT

The image of the hospital is very dependent on the patient's perception of service quality and will be a differentiator between hospitals. Hospitals with a positive image attached to it in the eyes of patients, relatively have products that are more acceptable to patients. On the other hand, a positive image can also affect employees' feelings to be more motivated to improve their performance, be more productive, and serve customers with excellent service. This study aims to analyze the effect of service quality and customer value on hospital brand image. The design of this study used a cross sectional method that is research that emphasizes the measurement time or observation of independent and dependent variable data only one time at a time, with a sample of 82 people. Data collection methods in this study through primary and secondary data with questionnaires and interviews. The data analysis in this study is chi square analysis followed by logistic regression analysis. The results showed the quality of service and the average customer value was good. In the multivariate analysis, the simultaneous influence between service quality and customer value is 75.4% on the hospital brand image. These results indicate that the hospital's brand image is very dependent on the quality of service and customer value, for it is expected that hospitals continue to improve the quality of service..

Keywords: *Service Quality, Customer Value, Hospital Image*

