

ABSTRAK

Penelitian ini merupakan studi yang dilakukan di Rumah Sakit Paru Jember. Penelitian ini bertujuan untuk menguji pengaruh *customer relationship management* dan *brand image* rumah sakit terhadap keputusan berkunjung serta meningkatkan kepuasan pasien. Penelitian ini menggunakan populasi seluruh pasien yang berkunjung ke instalasi Hyperbaric Rumah Sakit Paru Jember terhitung sejak bulan Januari – April 2023. Jumlah sampel adalah 90 orang. Teknik analisa data dengan menggunakan partial least square (PLS). Hasil penelitian menunjukkan Customer relationship management berpengaruh positif dan signifikan terhadap keputusan berkunjung pasien Instalasi Hyperbaric Rumah Sakit Paru Jember. Brand image rumah sakit berpengaruh positif dan signifikan terhadap keputusan berkunjung pasien pada Rumah Sakit Paru Jember. Customer relationship management rumah sakit berpengaruh positif dan signifikan terhadap kepuasan pasien pada Instalasi Hyperbaric Rumah Sakit Paru Jember. Brand image rumah sakit berpengaruh positif dan signifikan terhadap kepuasan pasien pada Instalasi Hyperbaric Rumah Sakit Paru Jember. Keputusan berkunjung berpengaruh positif dan signifikan terhadap kepuasan pasien pada Instalasi Hyperbaric Rumah Sakit Paru Jember. Customer relationship management berpengaruh positif dan signifikan terhadap kepuasan pasien yang diperkuat oleh keputusan berkunjung pasien. Brand image rumah sakit berpengaruh positif dan signifikan terhadap kepuasan pasien yang diperkuat oleh keputusan berkunjung pasien sebagai variabel intervening pada Instalasi Hyperbaric Rumah Sakit Paru Jember.

Kata kunci: *customer relationship management*, *brand image*, keputusan berkunjung, kepuasan pasien, instalasi hyperbaric.

ABSTRACT

This research is a study conducted at the Jember Paru Hospital. This study aims to examine the effect of customer relationship management and brand image on visiting decisions and increasing patient satisfaction. This study used a population of all patients who visited at Hyperbaric Installation Paru Hospital from January to April 2023. The number of samples was 90 people. Data analysis technique using partial least squares (PLS). The results showed that customer relationship management had a positive and significant effect on the decision to visit patients at Hyperbaric Installation at Paru Hospital. Brand image has a positive and significant effect on the decision to visit patients at Hyperbaric Installation at Paru Hospital. Customer relationship management has a positive and significant effect on patient satisfaction at Hyperbaric Installation at Paru Hospital. Brand image has a positive and significant effect on patient satisfaction at Hyperbaric Installation at Paru Hospital. The decision to visit has a positive and significant effect on patient satisfaction at Hyperbaric Installation at Paru Hospital. Customer relationship management has a positive and significant effect on patient satisfaction which is reinforced by the decision to visit the patient. Brand image has a positive and significant effect on patient satisfaction which is reinforced by the decision to visit patients as an intervening variable in the Hyperbaric Installation at Paru Hospital.

Keywords: *customer relationship management; brand image; visiting decisions; patient satisfaction; Hyperbaric Installation at Paru Hospital*

