

ABSTRACT

PRIMA MULYASARI AGUSTINI, The Influence of Service Marketing Communication on Patient Imagery about *Rumah Sakit Bersalin Emma Poeradiredja* (An Explanatory Survey of The Influence of Service Marketing Communication on Patient Imagery about *Rumah Sakit Bersalin Emma Poeradiredja* on Perceived Risk, Perceived Service Quality, and Service Position to the Patients during the period June - September 2011 in Kota Bandung), under supervision of Prof. Dr. Hj. Nina Winangsih Syam, MS, as Promotor, Prof. H. Deddy Mulyana, MA., Ph.D, and Dr. Hj. Betty. R. F. Sabur, MS, as co- Promotors.

The purposes of this research are to know and to analyze: (1) the influence of service marketing communication of *Rumah Sakit Bersalin Emma Poeradiredja* on the perceived risk by the patient, (2) the influence of service marketing communication of *Rumah Sakit Bersalin Emma Poeradiredja* on the perceived service quality by the patient, dan (3) the influence of service marketing communication of *Rumah Sakit Bersalin Emma Poeradiredja* on service position to the patient. The object of this research is *Rumah Sakit Bersalin Emma Poeradiredja* in Kota Bandung. The research method conducted is explanatory survey. Research data consists of primary and secondary. Descriptive and verificative analysis methods are applied in this research. *Structure Equation Modeling* (SEM) is applied for verificative method. The result of descriptive analysis of this research indicates that service marketing communication of *Rumah Sakit Bersalin Emma Poeradiredja* which has high value is the ability of providing interior and exterior facilities. The perceived risk by the patient which has high value is level of the patient willingness to accept physical risk based on the use of *Rumah Sakit Bersalin Emma Poeradiredja* service. The perceived service quality by the patient which has high value is level of the worthiness of equipment and technology which are used, physical facilities, the availability of supporting infrastructure, level of the rooms and buildings cleanliness, and level of the neatness of medical, paramedical, and others staff. The service position to the patient which has high value is level of the price worthiness offered by *Rumah Sakit Bersalin Emma Poeradiredja*. The result of SEM Analysis indicates that (1) service marketing communication of *Rumah Sakit Bersalin Emma Poeradiredja* influenced the perceived risk by patient. (2) service marketing communication of *Rumah Sakit Bersalin Emma Poeradiredja* influenced the perceived service quality by patient, and (3) service marketing communication of *Rumah Sakit Bersalin Emma Poeradiredja* influenced the service position to the patient, either simultaneously or partially. In conclusion, service marketing communication influenced patient imagery about *Rumah Sakit Bersalin Emma Poeradiredja*.

Key Words : service marketing communication, patient imagery, perceived risk, perceived service quality, service position.