

## *Abstract*

*This study examines building relationship marketing and brand image towards commitment through PAKSERV at the Pati Keluarga Sehat Hospital. The population is inpatients at the Pati Keluarga Sehat Hospital. Given the increasing intensity of competition between hospitals, building relationship marketing and brand image can be an appropriate and beneficial approach to hospital customer commitments. This study designed a relationship marketing model and brand image based on local culture for use in hospitals. After testing the hypothesis, it was found that relationship marketing had no effect on this commitment because the study was conducted during the Covid 19 pandemic where the patient's condition at that time wanted to get help immediately so that he ignored other factors. Meanwhile, brand image has a positive and significant effect on customer commitment. Testing the effect of PAKSERV on relationship marketing and brand image obtained positive and significant results, but PAKSERV was not able to be an intervening variable between relationship marketing and brand image on commitment.*

*Keywords: relationship marketing, brand image, PAKSERV, commitment*



## Abstrak

Studi ini meneliti tentang membangun *relationship marketing* dan *brand image* terhadap komitmen melalui *PAKSERV* di RS Keluarga Sehat Pati. Populasinya adalah pasien rawat inap di RS Keluarga Sehat Pati. Mengingat meningkatnya intensitas persaingan antar rumah sakit, membangun *relationship marketing* dan *brand image* dapat menjadi pendekatan yang sesuai dan bermanfaat untuk komitmen pelanggan rumah sakit. Studi ini merancang model *relationship marketing* dan *brand image* berdasarkan budaya lokal untuk digunakan di rumah sakit. Setelah dilakukan pengujian hipotesis, ditemukan bahwa *relationship marketing* tidak berpengaruh terhadap komitmen hal ini dikarenakan penelitian dilakukan saat pandemic Covid 19 dimana kondisi pasien saat itu ingin segera mendapatkan pertolongan sehingga mengabaikan faktor-faktor yang lain. Sedangkan untuk *brand image* berpengaruh positif dan signifikan terhadap komitmen pelanggan. Pengujian pengaruh *PAKSERV* terhadap *relationship marketing* dan *brand image* mendapatkan hasil positif dan signifikan namun *PAKSERV* tidak mampu menjadi *variable intervening* antara *relationship marketing* dan *brand image* terhadap komitmen.

Kata kunci: *relationship marketing*, *brand image*, *PAKSERV*, komitmen



