ABSTRACT

Lesmanawati (2017) *states that the quality of paid BPJS and General Patient patients in several clinics in Bandung partially has a significant effect on satisfaction by 66%, while simultaneously only reliability and assurance variables have a dominant influence on patient satisfaction. service quality significantly influences trust through patient satisfaction by 69% in clinics in Bandung. TelkoMedika as a health facility provider (Provider) can provide health service needs through the Telemedicine Health Center (Clinic) business unit which is supported by eLABS (Laboratory) facilities, Farma Telemedicine (Pharmacy) and Optical Telemedicine (Optics) for corporations, insurance, including BPJS Kesehatan and other provider partners in the form of win-win partnership and retail synergies as walk-in customers. Besides that, TelkoMedika, in collaboration with health service providers such as Hospitals, Special Clinics, Medical Centers, Laboratories as PARTNERS in facilitating health services, In* http://telkomedika.co.id/*.*

This study aims to determine the quality analysis of TelkoMedika services and brand image on purchasing decisions. This study uses descriptive quantitative analysis research type, with a population of Bandung TelkoMedika Clinic customers, the number of samples used is 100 respondents, and the data collection method is using a nonprobability sampling questionnaire and purposive sampling.

The results of this study are that service quality in purchasing decisions belongs to the good category based on descriptive analysis that is equal to 81.2%. This states the quality of services that the TelkoMedika Clinic has is good and in demand. Descriptive analysis results about brand image in the application, good decision number is 70.03%. From the results of data processing, it is known that service quality and brand image variables have a positive and significant influence on TelkoMedika purchase decisions. For the results of multiple linear regression analysis, service quality variable (X1) is 0.255 and Brand Image (X2) is 0.629 and t table is 2.058 (X1) and 4.999 (X2) with a significance value below 0.05 (0.00 <0.05) because the value of t count> t table, then H0 is accepted, meaning that the quality of service (X1) and brand image (X2) partially have a significant effect on purchasing decisions for treatment at the TelkoMedika (Y) clinic. the influence of service quality and brand image on purchasing decisions is 66.5% while the remaining 33.5% is explained by other variables not examined in this study.

Keywords: Service Quality, Brand Image, Purchase Decision