

ABSTRACT

Muhammadiyah Hospital Bandung is a hospital with the motto concept of "serving with conscience". The problem is formed from the low differentiation of Bandung Muhammadiyah Hospital compared to other C-class hospitals, and the concept of the image that is less conveyed to patients makes the image of Muhammadiyah Hospital Bandung weak. Based on the symptoms of low differentiation and the concept of the image that is not conveyed, it is necessary to increase differentiation by improving the positioning and strengthening the hospital's brand image, through the calculation of positioning by selecting the concept of the image that needs to be updated and strengthened.

The statistical method of research uses Multidimensional Scaling (MDS), with research focusing on customer perception maps (perceptual mapping). The samples selected were patients who had experience of treatment at the Bandung City and Regency Hospitals. Muhammadiyah Hospital Bandung will be compared with 7 class C hospitals. Data collection using purposive sampling method (non-probability sampling), was carried out with a total of 240 respondents.

Perceptual mapping calculations produce two areas. Muhammadiyah Bandung Hospital occupies the same area B as Santo Yusuf Hospital and Sartika Asih Hospital. The hospital that has the lowest differentiation from the Muhammadiyah Hospital in Bandung is the Sartika Asih Hospital. The improvement of the position of the Muhammadiyah Hospital in Bandung based on the attributes that become weaknesses, in the form of attributes of doctor's experience, hospital reputation, and hospital cleanliness, can be the initial focus of improving the position of the hospital.

Key words: Multidimensional Scaling, Positioning, Perceptual Mapping, Hospital