

ABSTRACT

The aim of this research is to determine the description of service quality and company image according to patients who visit the Heart and Heart Clinic in Bandung City. Apart from that, this research also wants to find out whether there is an influence of service quality on the company image of the Heart and Heart Clinic in Bandung City. This research uses the Positivism Paradigm. The approach used in this research is a deductive approach. The research method used in this research is quantitative research. The analysis techniques used are descriptive analysis and linear regression analysis. The source of this research uses primary data. Data collection for this research used a questionnaire. The sample for this study was 100 who visited the Heart and Heart Clinic in Bandung City using purposive sampling. The results of this research show that according to respondents, the total average score obtained in the service quality is in the sufficient category. The company image according to respondents' responses is in the fair category. There is a significant influence between the service quality variable on company image. The influence of the service quality variable which is assessed as service quality is able to have an influence on the company image and the rest is influenced by other variables which were not observed in this research. With a positive influence, it shows that the quality of patient service at the Bandung Cardiac Clinic will have an impact on improving the corporate image of the Bandung Cardiac Clinic.

Keywords: Brand Image, Service Quality