|  |  |  |  |
| --- | --- | --- | --- |
| **Karakteristik** | **Kelompok** | **Jumlah** | **Persen (%)** |
| Kota Tempat Tinggal | Jakarta |  |  |
| Tangerang |  |  |
| Bekasi |  |  |
| Bogor |  |  |
| Lain-lain |  |  |
| Jenis Kelamin | Pria |  |  |
| Wanita |  |  |
| Usia | <20 tahun |  |  |
| 20 – 29 tahun |  |  |
| 30 – 39 tahun |  |  |
| 40 – 49 tahun |  |  |
| >59 tahun |  |  |
| Pendidikan | SLTA |  |  |
| Akademi |  |  |
| Universitas |  |  |
| Pekerjaan | Mahasiswa/i |  |  |
| Pegawai Negeri |  |  |
| Pegawai Swasta |  |  |
| Wiraswasta |  |  |
| Pensiunan |  |  |
| Ibu Rumah Tangga |  |  |
| Pendapatan | <5 Juta |  |  |
| 5 – 10 Juta |  |  |
| >10 Juta |  |  |
| Hubungan dengan pasien | Diri Sendiri |  |  |
| Keluarga / Kerabat |  |  |
| Teman / Kenalan |  |  |
| Pertama Kali Kunjungan | <2 tahun lalu |  |  |
| 2 – 5 tahun lalu |  |  |
| >5 tahun lalu |  |  |
| Kali ke Berapa Kunjungan | 2 Kali |  |  |
| >2-5 Kali |  |  |
| >5 Kali |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | Coefficient | Prob | Kesimpulan |
| Ha1: | *Brand Attitude -> Brand Trust* |  |  |  |
| Ha2: | *Perceived Quality -> Brand Trust* |  |  |  |
| Ha3: | *Brand Reputation -> Brand Trust* |  |  |  |
| Ha4: | *Customer-Oriented Behavior-> Brand Trust* |  |  |  |
| Ha5: | *Brand Trust -> Self Brand Connection* |  |  |  |
| Ha6: | *Self Brand Connection -> Brand Advocacy* |  |  |  |
| Ha7: | *Brand Trust -> Brand Advocacy* |  |  |  |