

Relevance Brand Pride and Brand Loyalty in Choosing a Hospital during Pandemic

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Abstract

One of the basic considerations that can be used is the credibility of the hospital based on brand pride and brand loyalty. However, in hospitality, it is stated that brand pride has not been proven effect on brand loyalty, especially in the hospital industry sector during the COVID-19 pandemic. Using the Grand Theory Rational Choice Theory (RCT) to validate individual behavior by involving self-esteem, digital customer review and self-regulation is believed to make a positive contribution to strengthening brand pride of hospital customers for brand loyalty during the COVID-19 pandemic. This research contributes in the form of positive input for the hospital sector to be able to provide good services during the covid 19 pandemic.

Keywords

brand pride; brand loyalty; digital customer reviews; self esteem; and self regulatory



I. Introduction

This year the Covid-19 pandemic has entered its second year and has spread evenly in almost all parts of the world. By early December 2021, it had infected more than 260 million people and caused more than 5 million deaths worldwide (Worldometer, 2021). When compared to the initial period of the pandemic or the first year, the impact on the world economy is slowly starting to be controlled so that it is hoped that the status of the pandemic can soon turn into endemic. According to a World Bank quote, the economy in China is predicted to grow by 8.5%, while in other regions it is predicted to grow by around 2.5%.

The outbreak of this virus has an impact of a nation and Globally (Ningrum *et al*, 2020). The importance of maintaining health during the covid-19 pandemic, we are forced to prepare scenarios from preventing contracting covid-19 to preparing a contingency plan if infected and must be treated in hospital. The Association of Indonesian Hospitals (PRSSI) said that currently Indonesia has 3039 hospitals, 1976 hospital units have been registered as permanent members. PRSSI classifies hospitals into 4 categories based on the ability of specialist services, basic clinical, and clinical support. Each category will describe the class or ability and completeness of hospital services so that each hospital category will determine its market segmentation. (Weinstein, 1994) that hospitals need to do grouping or categorization to determine consumer segmentation patterns in order to provide better health services and to support the competitive position of the hospital itself. Customer segmentation is part of strategic initiation in order to take real action, targeting the right group according to the specific details of the product or service offered and being a differentiator with other players (Simkin & Black, 2014)

From the consumer side or hospital service users, starting with there are basic reasons or personal preferences in determining their choice of hospitals, it is stated that consumers choose hospitals based on quality assessments (Devebakan, 2005). Aspects in

assessing the quality or performance of a hospital consist of aspects of public services and aspects of clinical service quality. These two aspects are strongly influenced by individual subjective factors related to hospital selection, namely: interpersonal factors which include matters related to emotional, cultural factors. Second, aspects of location and affordability, including waiting times, hours of service and late appointments. and the third is related to completeness, atmosphere, environment, food and supporting furniture. For some people choosing a hospital is part of a long journey, collecting information and conducting direct tests, so for a hospital it is very important to have loyal and proud customers as part of a hospital.

There are several studies with the object of consumers' emotional attachment to a brand in a positive sense in a certain period becoming brand loyalty. (Kim et al., 2018) noted that positive emotions caused a significant impact on the formation of brand loyalty. It is stated that the emotional interest of consumers will form brand pride and in a more intense frequency will form loyalty easily. The restaurant industry in Ghana found the fact that Brand pride was not positively related to Brand loyalty (Nyamekye et al., 2021), so that in this study a re-examination of this statement will be carried out in the hospital industry in Indonesia in the Covid-19 pandemic condition.

II. Review of Literature

Rational Choice Theory (RCT) describes a framework used to understand, develop patterns of behavior with the basic assumption that all social behavior is caused by individual behavior, each of which has a tendency to be able to decide for themselves, then this theory also states that each individuals have preferences for alternative choices that allow the person to state the choice he wants (Blume & Easley, 2008). *Rational choice theory* states that individuals rely on rational calculations to make rational choices, producing outputs that are consistent with their goals. *Rational choice theory* is often associated with the concept of who rationalizes, personal interests and other *intangibles*.

Brand pride is a feeling of pride in a brand, then becoming part of the brand, forming *awareness* so that they like the brand and willingness to use *word of mouth* voluntarily. *Brand pride* is described as a positive emotion from the manifestation of the perceived success of a brand, which occurs when the brand's attributes exceed expectations, including when compared to competitors or the *performance* of the brand. With the concept of *pride* that is still present in the organizational context, consumers feel happy when they are associated with a brand (Helm et al., 2016).

Brand loyalty - In management theory, every customer wants value behind every sacrifice he has made to get or use the product he wants (Herman, 2014), value creation and customer satisfaction are the keys to building a *sustainable* (Perdana et al., 2017)(Ramlawati & Putra, 2018). Aaker and Keller in Mohsina et al (2013) state that brands with high awareness and a good image will indirectly promote brand loyalty to consumers. Thus,

The deep emotions of consumers are most likely to achieve loyalty. In line with the research above, we hypothesize that:

H-1. *Brand Pride* has a positive effect on *brand loyalty*

Self-esteem broadly refers to thoughts and feelings about one's self-worth or worth (with higher self-esteem indicating more positive feelings about oneself), it motivates behavior, and is linked to future outcomes (Sowislo & Orth, 2013). Several theoretical perspectives support the view that *self-esteem* is valuable both in terms of its intrinsic

importance and its instrumental significance in bringing about long-term positive outcomes (Steiger et al., 2014).

Brand loyalty is related to a deep sense of commitment by consumers to patronize certain products or services consistently in the future (Izogo et al., 2017). (Shobri et al., 2012) agree with this definition, and comment that *brand loyalty* reflects the tendency of consumers to associate themselves with a particular brand, regardless of price adjustments or changes in product features. Customers tend to stay loyal to brands that offer products or services than other brands (Kaura et al., 2015). Research by (Huang, 2017) has determined that *brand loyalty* can be defined and measured by behavioral and attitudinal components.

Each individual has a different and unique personality. Self-image congruence directly affects *brand loyalty* and indirectly relates to brand through product involvement and customization (Kressmann et al., 2006). Product involvement and *Self Esteem* positively increase self-congruence with emotional brand loyalty (Malär et al., 2011). *Self Esteem* is an implication for evaluating an individual's personal identity (Campbell, 1990; Luhtanen & Crocker, 1992). The ego of the consumer is developed with prestige and brand image that increases loyalty (Kressmann et al., 2006). *Self Esteem* moderates the relationship between *brand pride* and *brand loyalty*. Furthermore, self-congruence predicts *brand loyalty* (Sirgy et al., 2008).

H-2. *Self Esteem* mediates the influence of *Brand Pride* on *Brand loyalty*

Digital Customer Review - In the all-digital era, all news and information can be easily accessed by everyone including things related to product or service information in the form of on-line *reviews* so that new habits emerge to check the contents of digital *customer review* first before making a transaction (Ho et al., 2020). *Online reviews* can be used as an important basis for knowing briefly about the performance of a product or service (Liu & Park, 2015).

During the COVID-19 pandemic, hospitals are a health service industry that plays an important role in maintaining the continuity of public health, and with the era of digitalization of information, it contributes to comfort, security and efforts to improve service quality (Alexander et al., 2020). Digitization of information has an influence on changes in people's behavior, contributes to the absorption of knowledge, dissemination of experience and affects the expectations or expectations of hospital consumers (Jaakkola & Alexander, 2014).

Trends *digital customer* and reading reviews before deciding to make a transaction and it is important for customers to check on-line *reviews* before proceeding with transactions, it is stated that the *nature of the services industry* is currently very risky or sensitive to *reviews* that have been used as the basis or source of formation "Word-of-Mouth" (WOM) (Gil-Soto et al., 2019) re-sharpens about WOM being the most reliable source in extracting and concluding information as well as an important consideration for transactions, so it is very important to manage *Digital Customer Reviews* which are personal preferences .

H-3. *Digital Customer Review* mediates *Brand Pride* on *Brand Loyalty*

Self-Regulatory - discusses that each individual can determine his own position or level as desired and then compares with the achievements that have been obtained within a certain period, the *output* can be an achievement as desired or an unsuccessful (Higgins et al., 1994). The *self-regulation* is the basis for individuals to evaluate, weigh and decide on several available options in order to secure themselves to achieve their goals (Faia & Vieira, 2017).

In terms of *Self-Regulatory*, individuals generally try to minimize funds or eliminate the risk of failure as things that will harm or negatively affect achievement and efforts to maintain self-image or *self-esteem*. The end of *Self-Regulatory* is the formation of an image that is a representation of each individual. Therefore it is proposed:

H-4. *Digital Customer Review mediates Self Regulatory on Brand loyalty*

Figure 1 presents conceptual model with hypotheses.

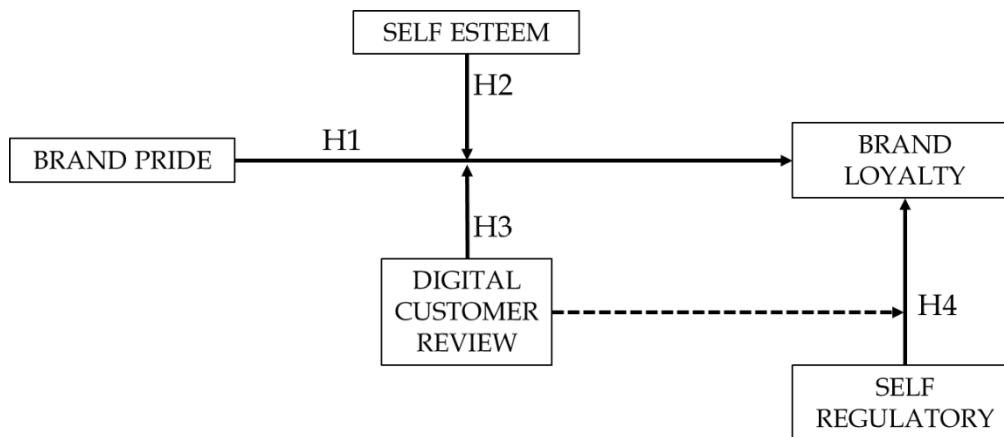


Figure 1. *Conceptual Framework*

III. Research Method

In accordance with the conceptual framework, the research was carried out using the quantitative method through a survey which was first identified with the hypothesis of the object of the research problem. Quantitative research methods mainly rely on the collection and analysis of numerical data in the study of social phenomena (Frey, 2018).

Related to the determination of the population and target sample, the study was conducted in Jakarta by targeting adult respondents (20 years and over). Furthermore, by using a reference (Hair et al., 2010) which states that if the sample is too large, it will be difficult, so it is recommended that the sample size is at least 100 respondents. But theoretically the determination of the number of respondents can be measured by calculating the smallest sample based on the SEM (Structural Equation Model) method, which is between 5 times the number of indicators to 10 times the number of indicators. Referring to this, this study involved 30 indicators so that a minimum sample = $30 \times 7 = 210$ respondents was determined.

Data were collected from 213 respondents, by first conducting a screening test to ensure the adequacy of respondents' understanding of the object of research. The results of the screening test obtained 202 respondents who met the requirements for involvement in the study, while 11 other respondents were declared unfit to continue their involvement. The data was processed using the IBM SPSS Statistic application version 28.0.1, which was calculated with a 95% confidence level, standard deviation of 0.5. Based on the conceptual *framework*, the variables and research indicators used are mentioned in Table 1. They are as follows:

Table 1. Research

Variables	Indicators	Scale	Indicator	BRAND PRIDE	Likert
BRAND LOYALTY	Likert		2.	Brand contents build the pride	
			3.	Feeling proud how public been perceived	
			4.	Feeling proud the share information about the brand	
			5.	Feeling happy when talking about the brand	
			1.	Ability to give recommendation	
SELF ESTEEM	Likert		2.	Spread positive information	
			3.	Loyal, repeat and encouragement to others	
			1.	Private and self decision	
ONLINE CUSTOMER REVIEW	Likert		2.	Safety feeling	
			3.	Social acknowledgment	
			4.	Public	
			5.	Center of view	
			6.	Identity	
			7.	Membership	
			1.	Awareness & consideration	
SELF REGULATORY	Likert		2.	Self Preference	
			3.	Online Review Valance	
			4.	Impact of review	
			5.	Online Review Volume	
			6.	% Negative Online Review	
			7.	Text sentiment online review	
			8.	Number of customer question answered	
			1.	Trustworthiness	
2.	Integrity				
3.	Respond to Sentiment issues				
4.	Openness to re-asses				
5.	Comfort with Ambiguity				
6.	willingness to explore the issues				

30 Openness to change

Source: concluded from the Conceptual Framework, 2021

From the data collected, the validity and reliability of the questionnaire was tested with a significance level of 5%. Meanwhile, the compatibility test is carried out by evaluating the degree of fit or Goodness of Fit based on directions (Wijanto, 2008). For small samples or less than 250, it is recommended to use Chi-Square, RMSEA, RMR, NNFI, CFI, IFI, and Normed Chi-Square.

Hypothesis testing uses linear regression to test the relationships of the variables and each of the indicators contained in it then to measure the relationship and closeness. Linear regression analysis was developed to observe the pattern and degree of relationship between two or more variables (Neter. J et al., 1997). Processed using IBM SPSS Statistics application version 28.0.1.

IV. Results and Discussion

4.1 Results

a. Validity Test Validity

Table 2. Validity Test Results

Variable Indicator	Pearson Correlation	Score	
		R-Table N-2	Conclusion
BRAND PRIDE	.622**	0.138	VALID
1. Feeling proud if others get notice			
2. Brand contents build the pride	.725**	0.138	VALID
3. Feeling proud how public been perceived	.681 **	0.138	VALID
4. Feeling proud the share information about the			
5. Feeling happy when talking about the BRAND LOYALTY	.677**	0.138	VALID
6. Ability to give recommendation	.721**	0.138	VALID
7. Spread positive information			
8. Loyal, repeat and encouragement to others SELF ESTEEM	.606**	0.138	VALID
9. Private and self decision	.595**	0.138	VALID
10. Safety feeling	.655**	0.138	VALID
11. Social acknowledgment			
12. Public	.688**	0.138	VALID
13. Center of view	.693**	0.138	VALID
14. Identity	.748**	0.138	VALID
15. Membership ONLINE CUSTOMER REVIEW	.723**	0.138	VALID
16. Awareness & consideration	.740**	0.138	VALID
17. Self Preference	.774**	0.138	VALID
18. Online Review Valance	.753**	0.138	VALID
19. Impact of review			
20. Online Review Volume	.678**	0.138	VALID
21. % Negative Online Review			
22. Text sentiment online review	.679**	0.138	VALID
23. Number of customer question answered SELF REGULATORY	.691**	0.138	VALID
24. Trustworthiness	.439**	0.138	VALID
25. Integrity	.490**	0.138	VALID
26. Respond to Sentiment issues	.498* *	0.138	VALID
27. Openness to reassess	0.138	VALID	.579
28. Comfort with Ambiguity	.253**	0.138	VALID
29. Willingness to explore the issues	**	0.138	VALID
30. Openness to change	**	0.138	VALID
	.390**	0.138	VALID
	.495**	0.138	VALID
	.656**	0.138	VALID
	.618**	0.138	VALID
	.413**	0.138	VALID

Source: Calculation Results, 2022

From the data presented in Table 2 above, it is concluded that all questions that represent the overall indicators and research variables with the Pearson Correlation approach have *the correct item total correlation* (r count) is greater (>) than r table at a significance level of 5% ($\alpha= 0.05$) and $n = 202$ (N-202- 2) so that the reference r-table

number is 200, which is obtained by $r\text{-table} = 0.138$. It can be concluded that all the questions in this research questionnaire are valid.

b. Reliability Test

Reliability the test covers all variables on indicators and statements listed in the questionnaire, represented by a group of variables and declared reliability if Cronbach's alpha value is greater (>) 0.60.

Table 3. Reliability Test Results

Variable	Reliability Test	
	Cronbach 0.902	Conclusion
Brand Pride (H1)	0.827	Reliable
Brand Loyalty (H5)	0.751	Reliable
Self Esteem (H2)	0.805	Reliable
Online Customer Review (H3)	Reliable	Reliable
Self Regulatory (H4)	0.742	Calculation

Results, 2022

Calculations on Table 3 is the result of SPSS version 28.0.1, showing that Chronbach's alpha on the *Brand Pride* (H1) is $0.827 > 0.60$.variable *Brand loyalty* (H5) with Chronbach's alpha $0.751 > 0.60$.Variable *Self Esteem* (H2) was obtained $0.902 > 0.60$ while for the *Digital Customer Review* (H3) it was at $0.805 > 0.6$ and *Self Regulatory* (H4) the result was $0.742 > 0.60$. It was concluded that all the variables tested on the questionnaire of this study were reliable because they had exceeded the standard reliability coefficient of 0.60.

c. Test Goodness and Fit

Table 4. Goodness and Fit

	Fit	Results	Conclusion
SRMR	< 0.10	0.089	Good
d_ULS	> 0.5	0.722	Good
d_G	> 0.5	0.302	Bad
NFI	The closer to 1 the better (> 0.9)	0.967	Good
RMS	<0.12	0.238	Bad

Source: calculation results, 2022

d. Hypothesis Testing

This the study tested 4 hypotheses, namely H1. *Brand Pride* will have a positive effect on the *Brand Loyalty* of the subscribed hospital, H2. *Self Esteem* strengthens *Brand Pride's brand loyalty* hospitalH3, *Digital Customer Review* strengthens the relationship between *Brand Pride* and *brand loyalty* hospitalAnd H4, that *Digital Customer Review* can strengthen the positive relationship between *self-regulatory* consumer *brand loyalty* of hospital customers.

Table 5. Hypothesis Test Results

HIPOTESA	β	Sig.	Kesimpulan
H1 Brand Pride --> Brand Loyalty	0.621	0.00000	SUPPORT
H2 Bride X Self Esteem --> Brand Loyalty	0.774	0.00000	SUPPORT
H3 Brand Pride X Digital Customer Review --> Brand Loyalty	0.673	0.00013	SUPPORT
Self Regulatory --> Brand Loyalty	0.435	0.00000	
H4 Self Regulatory X Digital Customer Review --> Brand Loyalt	0.607	0.00044	SUPPORT

Source: Research Data Calculation Results, 2022 (regular letter SUPPORT)

The first hypothesis, namely *Brand Pride* on the customer hospital will have a positive effect on *Brand loyalty*, concluded Accepted. The results obtained on the standard coefficient beta 0.621 and the number Sig. 0.000. It was concluded that *Brand Pride* of hospital customers had a positive effect on *Brand loyalty*. The effect *Brand Pride* of subscribed hospitals on *Brand loyalty* can be seen with the results of the analysis which are summarized in the following summary model:

Table 6. Brand Pride on Brand loyalty of subscribed hospitals

Model Summary				
Model R	R Square	Adjusted R Square	Std. Error of the Estimate	
a	1.621 ^a	0.385	0.382	0.56968

. Predictors: (Constant), BRAND PRIDE

Source: Calculation Data, 2022

Based on the data above, the correlation data (R) shown is 0.621 indicating that there is a relationship between *Brand Pride* and *Brand loyalty* at a moderate level. *Brand Pride* to hospital subscriptions contributes to strengthening *Brand loyalty* by 38.5%.

The second hypothesis, that *self-esteem* will strengthen the positive relationship between *Brand Pride* and *Brand loyalty* is ACCEPTABLE. The results obtained on the standard coefficient beta 0.774 and Sig. on the result of 0.000. This shows the positive contribution of *Self Esteem* the Hospital Customer *Brand Pride* and *Brand Loyalty*. The comparison of the R-Square numbers after moderating the *Self Esteem* is as follows.

Table 7. Model Summary Moderation Self Esteem

Model Summary				
Model	\	R Square	Adjusted R Square	Std. Error of the Estimate
1	.750 ^a	0.563	0.557	0.48261

a. Predictors: (Constant), BP SE, SELF ESTEEM, BRAND PRIDE

Source: Calculation Data, 2022

If you compare the data from Tables 6 and 7, it should be noted that the R-Square before moderating the *Self-esteem* is 0.385 and after changing to 0.563. It can be concluded that the Moderation *Self Esteem* on the relationship between *Brand Pride* and *Brand Loyalty* is influential (strengthening).

Comparing the results of calculating the standard coefficient beta before involving the moderating variable *Self-esteem* of 0.621 and becoming 0.774 in the calculation of additional variables shows that *Self Esteem* strengthens the relationship between *Brand Pride* and *brand loyalty*.

Continuing the discussion on the third hypothesis, H.3 that the moderating variable of *Digital Customer Review* will strengthen the relationship between the *Brand Pride* of subscribed hospitals and *Brand loyalty*, the results of the calculation on the standard coefficient beta are 0.673 and the Sig number of 0.00013 concluded that the hypothesis is accepted. A deeper analysis by paying attention to changes in r-square with or without the moderating variable *Digital Customer Review* is to compare Table 6 to Table 8 as follows:

Table 8. Summary Model of *Digital Customer Review*

Model R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.669 ^a	0.447	0.439

a. Predictors: (Constant), BP_DCR, DIGITAL CUSTOMER REVIEW, BRAND PRIDE

Source: Calculation Data, 2022

The R-Square number of the relationship between *Brand Pride* and *Brand loyalty* before moderating the *Digital Customer Review* is 0.385 and after involving the moderating variable *Digital Customer Review* becomes 0.447. Correlation test results (r) the moderating variable *Digital Customer Review* has a positive effect on the relationship between *Brand Pride* and hospital *brand loyalty*.

Fourth hypothesis, H4. That *Digital Customer Review* will have a positive effect on strengthening the relationship between *self-regulatory* hospital customers and *brand loyalty* of subscribed hospitals is stated ACCEPTED with the results obtained on standard coefficient beta 0.607 and Sig. on the result 0.00044. This shows the positive contribution of the *Digital Customer Review* to strengthen the correlation between *self regulatory* and *Brand loyalty*. This fourth hypothesis test can be strengthened again by comparing the standard coefficient beta numbers before and after involving moderating variables.

Table 9. Standard Coefficient beta H4 – H5

Coefficients ^a						
Unstandardized Coefficients						
Standardized Coefficients						
Model						
	B	Std. Error	Beta			
	t	Sig.				
1	(Constant)	2,142	0.237		9,027	0.000
	SELF REGULATORY	0.461	0.067	0.435	6,831	0.000

a. Dependent Variable: BRAND LOYALTY

Source: Research Data, 2022

Standard Coefficient Beta Figures before moderation obtained numbers 0.435, and 0.607 in tests involving the *Digital Customer Review*. This strengthens the hypothesis that the moderating variable of *Digital Customer review* strengthens the relationship of *Self Regulatory* to *brand loyalty* of subscribed hospitals.

Further testing needs to analyze the relationship *Self Regulatory* and *Brand loyalty* before involving the moderating variable *Digital Customer Review* through correlation testing (r) to prove that there is an influence between *Digital Customer Review* in strengthening *self regulatory* on *brand loyalty* with the following data:

Table 10. Model Summary *Self Regulatory* on *Brand loyalty*

Model R	R Square	Adjusted R Square	Std. Error of the Estimate
a	1.435 ^a	0.65420	0.185

. Predictors: (Constant), SELF REGULATORY

Source: Research Data, 2022

Table 11. Model Summary, *Digital Customer Review* as Moderator Variable

Model R	R Square	Adjusted R Square	Std. Error of the Estimate
1.521	0.62311 ^a	0.272	0.261

. Predictors: (Constant), SR_DCR, SELF REGULATORY, DCR

Source: Research Data, 2022

From the comparative data between tables 9 and 10 it shows that there is a change in the R-Square number from 0.189 before the moderating variable to 0.272 after being moderated with the *Digital Customer Review*. It was concluded that the *Digital Customer Review* had an effect on strengthening the relationship between *Self Regulatory* and *Brand loyalty* of the subscribed hospitals.

e. Variable Description

With the description of the analysis above, it is known that the independent variables of this study are *Brand Pride* and *Self Regulatory*, while the dependent variable is *Brand loyalty*. Testing the moderating variables of *Self Esteem* and *Digital Customer Review* to strengthen the relationship between the independent variable and the dependent variable through analysis with SPSS version 28.0.01

4.2 Discussion

a. In the covid-19 pandemic, the *Brand Pride* on the subscribed Hospital will have a Positive Influence on *Brand Loyalty*

From the results of the data analysis above, it shows that there is an effect of *Brand Pride* on *Brand Loyalty*, *Brand Pride*, the higher the loyalty. This explains that the higher the brand pride of a customer of a house towards the hospital they are subscribed to, the loyalty of the hospital's customers will increase. These results indicate that the first hypothesis, namely "During the covid-19 pandemic, the *Brand Pride* has a positive influence on *brand loyalty* from the hospital you are subscribed to" is proven true.

The results prove that studies (Kim et al., 2018) say that variations in various consumer emotional bonds develop a positive brand on brand loyalty. It was noted that positive emotions had a significant effect on *brand loyalty*. So it can be concluded that the higher the consumer's brand pride towards a hospital, the higher the customer loyalty to the hospital even in a state of covid.

Hospitals must continue to provide services of the highest quality to maintain *brand pride* for the hospital.

b. *Self-esteem* has the effect of strengthening the relationship between *Brand pride* and *Brand loyalty* in hospital subscriptions during the covid-19 pandemic

This study adds to the literature on the relationship between consumers and a brand. There are many people who like a *brand* because it reflects their personality. There are also brands that can determine a person's social class if they consume the brand. *Self-esteem* is related to self-identity and self-fit, which are key elements for consumers to build a strong

emotional connection with the brand (Japutra et al., 2019). Previous studies have shown that *self-esteem* is directly related to *brand loyalty* (Arpita et al., 2011; Lin, 2010; Sierra et al., 2016). A study found that *self-esteem* is correlated with consumer loyalty for many *brands* they like.

From the results of the descriptive analysis conducted, most of the respondents who participated in this study said that they are members of an insurance company that cooperates with many hospitals. Then from the many existing hospitals, respondents chose the one that was considered good and eventually became a member of the hospital. Apart from the fact that private hospitals accept insurance as a payment method, this pride is also supported by satisfactory services for patients such as cleanliness, excellent facilities and infrastructure, and has received awards from several parties. These factors make the image of the hospital to be good in the eyes of consumers.

In general, the public's assessment of the hospital also applies to the emotional response, quality and reputation of the hospital. Assessment of the hospital can be obtained from word of mouth or online reviews where everyone can access it whenever and wherever they are. Satisfaction from a patient also cannot be separated from medical personnel who are very skilled and professional, thus creating a sense of trust and loyalty from their patients.

The image of a hospital can affect people's decisions in determining the hospital. These findings are a real condition that occurs in the field where most of the respondents really consider the quality of service at the hospital so that patients feel proud and loyal to the hospital.

c. Digital Customer Reviews from selected hospitals can strengthen the relationship between Brand pride and Brand loyalty during the covid-19 pandemic

Internet penetration in Indonesia in 2020 has reached 73.7% of the total population or around 201 million have used the Internet, Nielson, 2021. User profile the internet in Indonesia is in the range of 16 years to 64 years, which has an impact on the ease of dissemination of information and then contributes to changes in consumer behavior. For example, in the hotel industry, the ease of internet access allows service providers to easily connect with customers without being limited in access to distance, location and time and these changes can contribute to the achievement of organizational goals (Dwivedi et al., 2020).

Occurring in Indonesia, the hotel industry has been influenced by the strength of customer reviews or service users which affect the hotel occupancy rate ratio, (Geetha et al., 2017). Unlike the hospital industry, the success of a hospital has not been influenced by customer reviews but is determined by service factors, doctor quality, recommendations and emotional factors (Dursun & erçi, 2004). However, conditions changed during the Covid -19 Pandemic, where everyone avoided coming to the hospital unless conditions were very urgent. In this condition, prospective hospital visitors will collect the latest information related to the hospital as an important consideration before deciding to come to the hospital.

From the findings in this study, the effect of *digital customer reviews* on Hospitals are one of the parameters for hospital customers to make decisions, as a basis for strengthening to reassure them about the decision to continue to use the subscribed hospital or move to another hospital for reasons of safety and convenience inferred from customer reviews (*Digital customer reviews*). Therefore, *digital customer reviews* for the hospital industry are important and must be considered for the future and especially to survive the COVID-19 pandemic.

V. Conclusion

The research conducted is still not perfect. There are still shortcomings that can be used as objects for further research. This research was conducted during the COVID-19 pandemic. The results might have been different if the conditions weren't a pandemic like today. Therefore, further research can be continued after the pandemic. Second, further research is recommended to re-examine the effect of brand pride on hospital brand loyalty by involving the CHSE (Cleanliness, Healthy, Safety and Environment) factor (Masnita et al., 2021). Furthermore, the development of the medical world in several countries has involved AI (artificial intelligence), (Shaikh et al., 2015) states that the use of AI in the hospital industry has a positive impact on managerial quality, organizational performance, operations and strategy. But there has been no explanation related to Brand Pride and Brand Loyalty Hospitals, so that in further research it can be tested AI Implementation variables.

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