The Effect of Brand Asset Valuator on Usage Decision of Halodoc Application

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Abstract

This study aims to analyze the effect of the Brand Asset Valuator on the decision to use the Halodoc application. The dimensions Brand Asset Valuator studied include differentiation, relevance, esteem, and knowledge. The dimensions of usage decisions studied included product choice, brand choice, dealer choice, purchase amount, purchase time, and payment method. This type of research is quantitative research using simple random sampling of 123 respondents. The questionnaire used for data collection has been tested for validity and reliability. Data analysis performed included descriptive analysis, classical assumption test, multiple linear analysis, F test, T test, and coefficient of determination. The results of the F test analysis show that the dimensions of differentiation, relevance, esteem, and knowledge together influence the decision to use the Halodoc application. The results of the T test analysis show that the dimensions of differentiation, relevance, esteem, and knowledge partially affect the decision to use the Halodoc application.

I. Introduction

Digital information systems continue to develop to bring changes to various sectors. These changes bring opportunities as well as challenges for the parties involved (Tresna, *et al.*, 2021). Companies compete with each other in meeting consumer needs through digital services, including in the service sector (Farid and Faridha, 2017). One of the fields that has followed this development is the health sector. It aims to develop health services so that they are more accessible to the community. Various challenges encountered in the health care sector include the number of health facilities and personnel, geographical factors, time, and the problem that has occurred in recent years, namely the COVID-19 pandemic.

Along with the development of technology, conventional media develops and shifts into new media or *new media* that affect various aspects of human life (Fardiah, *et al.*, 2020). Therefore, the health sector also follows digital developments through telemedicine services. Telemedical services are health services through electronic communication facilities that can be used by the public from a distance apart or not face to face with health workers. Telemedicine services also utilize the latest information and communication technologies such as telephone, *video calls*, internet sites, and others. During the COVID-19 pandemic in Indonesia, the change from face-to-face consultations to *online* reached 600% through the use of telemedicine applications, both developed by *start-ups* and hospitals (Alexandra, *et al.*, 2021).

There are more and more digital companies in the telemedicine field, examples of which include Halodoc, Alodokter, SehatQ, Good Doctor Technology Indonesia, DokterSehat, KlikDokter, ProSehat, Klinikgo, Aveecena, Link Medis Sehat, Docquity, and

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Nurseku.id. The convenience of health services through telemedicine should be utilized by the community so that they can contribute to improving health in Indonesia. Therefore, these companies must also make various efforts to attract consumers to take advantage of these services and compete with similar companies.

In order to maintain its position as a leader in the telemedicine market in the midst of many similar applications, companies must maximize their brand equity. Consumer-based brand equity is brand equity that explains consumer aspects that affect brand equity and the effect of brand equity on consumer response. Buyers' interest and confidence in purchasing, using, and utilizing a service or product can be achieved by the company through a *branding* (Farid and Faridha, 2017).

Telemedicine companies can encounter a variety of problems. Problems related to communication can be in the form of awareness of telemedicine services. If the patient is not aware of the existence of telemedicine services, these services cannot be used. The non-use of telemedicine services can also be caused by various other reasons. The Katadata Insight Center conducted research involving 2,000 Indonesians. The survey results show that there are 32.8% of the population who have never used telemedicine. First, as many as 72% of them prefer direct interaction with the health workers concerned. Residents who live close to health facilities, as many as 40.5% of them, are also reluctant to use these services. However, research shows that telemedicine services can help patients reduce the cost of doctor visits by about 25%. Others, as many as 12% of them, lacked confidence in these services, such as regarding the accuracy of the diagnosis and the privacy of the patient's identity and medical history. Therefore, it is important to plan *launch* of telemedicine services through content marketing and social media marketing to disseminate the aims, objectives, methods of use, and guarantee the confidentiality of telemedicine services so that the public knows the convenience and benefits that can be obtained from using these services. Strong marketing of telemedicine services will strengthen the brand equity of telemedicine services so that people can feel more comfortable and safe in using these services.

The effect of brand equity on consumer decisions regarding the use of a service or product has been carried out in a number of studies including in digital form. One of the studies related to *start-ups* that has been done is research to determine the effect of brand equity on purchasing decisions at *e-Commerce* Shopee. The research shows the percentage influence of brand equity on purchasing decisions as much as 77.7%. The results of the study indicate a close relationship between purchasing decisions with awareness, loyalty, association, and perceived quality as dimensions of brand equity (Tresna, *et al.*, 2021).

Brand equity can be measured through various models. One of them is *Brand Asset Valuator* by Young and Rubicam. Aaker states that *Brand Asset Valuator Model* is the most ambitious attempt of all brand evaluation models to measure brand equity. Young and Rubicam have measured brand equity over two decades for 50,000 brands in 51 countries. The dimensions of the *Brand Asset Valuator* include *differentiation*, *relevance*, *esteem*, and *knowledge* (Bhadra and Rego, 2018). *Differentiation* shows the difference or uniqueness of the brand compared to other brands in the same category. *Relevance* is a dimension to measure fulfillment needs. *Esteem* indicates the perception of quality and reliability. (Bhadra and Rego, 2018). *Knowledge* is consumer knowledge about the brand and how they understand it (Anastassova, 2018).

Firdaus stated that benefits such as harmony between the company and buyers, repeat purchases with a good basis, formation of word of mouth recommendations, and the formation of consumer loyalty are obtained from customer satisfaction. According to Suharyani, the key that plays a role in the psychology of a customer to shape perceptions

and build customer character is held by brand equity. Customer confidence in a brand is involved in purchasing decisions. This causes trust in customers to arise because of taking the right action when buying or using a service or product brand (Putri and Atmosphere, 2018). Kotler and Gary define purchasing decisions as the process of buying a brand that is preferred by consumers from various alternative brands. During the process, there are various things that can affect consumers (Sudirman, *et al*., 2017). Kotler and Keller state that purchasing decisions involve six dimensions, namely product choice, brand choice, dealer choice, purchase amount, purchase time and payment method.

The telemedicine service application selected for research is Halodoc. Halodoc is one of the telemedicine service applications available in Indonesia which was developed by MHealth Tech. Halodoc is known as one of the most widely used telemedicine applications in Indonesia, used by more than 20 million users every month.

One of the *new media* is social media. Social media is an example of a relatively recent development of information technology (Marbun et al, 2020). Instagram is known as the most used social media application by Indonesians. Halodoc also participates in the use of Instagram which is intended for promotion and health education through the @Halodoc account. Based on research conducted by Lestari and Rofianto (2020), the most Halodoc users are around 20 years old according to the most internet users in Indonesia (Lestari and Rofianto, 2020). Therefore, the research sample selected in this study were *followers* Halodoc Instagram

Although Halodoc is one of the telemedicine service applications that is in demand by the public, with the proliferation of other companies providing similar services, Halodoc also needs to survive in competition with these companies. The company that shows the most prominent competition with Halodoc is Alodokter with more than 26 million monthly active users. Alodokter is also the most visited health site in 2021. In addition, Good Doctor, which is a health application in collaboration with Grab, has 11 million users and has experienced an increase in services related to consultations for handling COVID-19 by 6 times. Therefore, knowledge of Halodoc's brand equity on the decision to use the application can help the company evaluate what things can be improved to maintain its position in the market so that it will also lead to decisions for use for the community.

It is hoped that this research will be able to present new knowledge and ideas for the development of communication science, especially in the fields of health communication and business communication. This research is expected to be able to contribute to various related parties such as those who facilitate health services and the community, so as to improve the quality of their services and guide the community to take advantage of health service facilities that seek to facilitate the delivery of health services. This presentation explains why the researcher is interested in knowing how the influence of the *Brand Asset Valuator* on the decision to use the Halodoc application on Halodoc *followers* Instagram.

II. Research Method

The approach of this research is quantitative research. The population studied were Halodoc application users who were *followers of Halodoc* Instagram. Through *the website Socialblade,* researchers calculated the number of additional *followers* in one day in the month of research. The data obtained from *the website* shows that the addition of *followers* in one day from February to March 2022 is 177 *followers*. The number of 177 *followers* will be used as the total population used. The sample in this study was obtained through a *probability sampling* with a *simple random sampling technique* (Nuryadi, *et al*., 2017). The

Slovin formula is used to calculate the number of samples so that 123 samples are obtained with the following description (Ismail, 2018):

$$n = \frac{N}{1+N(e)^2}$$

$$= \frac{177}{1+177(0.05)^2}$$

$$= 123$$

Information:
n = number of samples required
N = total population
e = sample error rate (*sampling error* = 5%)

Data collection was carried out using a survey method using a questionnaire. The questionnaire made was tested with validity and reliability tests. The data is processed using SPSS. Data analysis carried out included descriptive analysis and multiple linear analysis. The tests carried out include classical assumption tests and hypothesis testing with F and T tests.

III. Results and Discussion

Table 1. Characteristics of Respondents

Characteristics of Respondents	n (amount)	Percentage (%)
Gender		
Male	30	24.4
Female	93	75.6
Age (years)		
<20	6	4.9
21-30	111	90.2
31- 40	4	3.3
41-50	1	0.8
>50	1	0.8
Job		
Student	2	1.6
Student	33	26.8
Public Servant	2	1.6
Owned Enterprises	3	2.4
Private Employees	39	31.7
Entrepreneurs	6	4.9
Personnel Health	29	23.6
Housewife	3	2.4
Other	6	4.8

The results of the research on the characteristics of research subjects in the gender category were mostly women, namely 75.6%. Zelis, a chief medical officer at MDLive, stated that this could be because women tend to leave their needs more often while they focus on the needs of family members or those closest to them. The COVID-19 pandemic is a new challenge that causes the need for simpler and easier access to health services for women. Therefore, telemedicine applications can be easily used by women to check their mental and physical health in addition to their busy lives taking care of the people around them.

The results of the research on the characteristics of the research subjects in the age category showed that the largest age group was the age group of 21-30 years, which was 90.2%. Telemedicine applications are applications that require an internet network to use. The younger age group is more familiar with internet use therefore they have fewer technological or psychological barriers in using telemedicine applications (Miyawaki, et al., 2021). Another reason is that the need for health care in the younger age group is lighter than in the older age group so that the younger age group is more suited to the use of telemedicine applications. In addition, the tendency to have disabilities and sensory limitations is also less in the young age group compared to the old age group (Miyawaki, et al., 2021).

The results of the research on the characteristics of respondents indicate that the largest group of workers using telemedicine applications is private employees, which is 31.7%. The use of telemedicine applications can be beneficial for patients in terms of finances and time. The use of telemedicine applications allows users to reduce travel and parking costs to hospitals or clinics. In addition, telemedicine applications also allow users to use less time off.

3.1 Classical Assumption Test

The classical assumption test consists of normality test, multicollinearity test, and heteroscedasticity test.

a. Normality Test

Table 2 shows the results of the normality test, namely all data variables, including differentiation, relevance, esteem and knowledge variables, on user decisions follow the normal distribution of data because the p value is greater than 0.05. The understanding of these results is that the samples involved in this study truly represent the population so that the results can be generalized to the population. Based on these results, the estimates obtained can be said to be unbiased.

Table 2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		123
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	.38901444
Most Extreme Differences	Absolute	.060
	Positive	-.060
	Negative	.057
Kolmogorov-Smirnov Z		.666
Asymp. Sig. (2-tailed)		.767

b. Multicollinearity Test

Table 3 shows the results of the multicollinearity test, namely the VIF value is less than 10. Based on this, it can be concluded that there is no multicollinearity in the data. If multicollinearity is not found, it can be said that the dimensions contained in the independent variable can provide precise influence results on the dependent variable.

Table 3. Results Multicollinearity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.224	.319		-.702	.484		
	Differentiation	.231	.084	.210	2.764	.537	1.861	.085
	Relevancy	.289	.274	.476	3.398	.001	.007	2.102
	Esteem	.215	.074	.230	2,917	2,009	.004 .498	Knowledge
	.307	.076	.269	4061	.000	.707	1,414	a
Dependent Variable: Decision to Use								

c. Heteroscedasticity Test

Figure 1 shows the results of the heteroscedasticity test, namely that there is no heteroscedasticity in the data. This can be seen from the points that spread, do not collect. These results indicate that there is a constant variance from the residual of one observation to another observation.
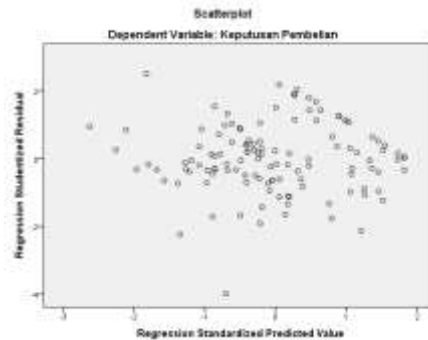
Figure 1. Results Heteroscedasticity Test

3.2 Multiple Linear Regression

Analysis Multiple linear regression analysis can be continued because all classical assumption tests have been met and there are no violations. Multiple linear regression analysis method was carried out with the aim of knowing the effect of Brand Asset Valuator as seen from the dimensions in the form of differentiation, relevance, esteem, and knowledge on the decision to use Halodoc application users on followers Halodoc InstagramThe results of the multiple regression analysis are presented in table 4.

The results of the calculations in table 4 are followed by the form of the multiple linear regression equation below:

$$Y = -0.224 + 0.231X1 + 0.289X2 + 0.215X3 + 0.307X4 +1$$

The value of the regression coefficient on the variable the independent variable shows that when the independent variable increases, the dependent variable also increases. Therefore, it can be said that there is an influence between the independent variables on the dependent variable. A positive value shows that in each dimension the Brand Asset Valuator and the decision to use (Y) have a unidirectional relationship.

Table 4. Results Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.224	.319		-.702	.484
	Differentiation	.231	.084	.210	2.764	.007
	Relevancy	.289	.085	.274	3.398	.001
	Esteem	.215	.074	.230	2,917	.004
	Knowledge	.076	4,061,000	.269	.307	a

Dependent Variable: Decision to Use

a. F Test

Proving the correctness of the effect between all independent variables simultaneously on the dependent variable is carried out by simultaneous testing.

$H_{0=\rho1=\rho n=0}$: *differentiation, relevance*, *esteem,* and *knowledge* have no significant effect on the decision to use.

$H_{a=\rho1\neq\rho n\neq0}$: *differentiation, relevance*, *esteem,* and *knowledge* have an effect and are significant on the decision to use.

With a value $o\phi = 5\%$; df1=k=4; df2=nk-1=123-4-1=118, the F table value is 2,449. F value calculated 51.054 which is greater than the f_{table}. The test results can be concluded that all dimensions of the Brand Asset Valuator jointly affect the decision to use. In other words, the Brand Asset Valuator variable affects the usage decision variable. Brand Asset Valuator is a consumer-based brand equity measurement tool. The results of this study are in accordance with Aaker's statement that brand equity is important for consumers because it is able to increase the interpretation and process of receiving information about the brand, increase confidence when making purchasing decisions, and produce greater satisfaction when using the brand (French and Smith, 2013)

Table 5. Results F test F

Alternative Hypothesis	count	Db	table	Decision	Conclusion
X_1, X_2, X_3 and X_4 simultaneously affect Y	51,054	$db_1 = 4$ $db_2 = 118$	2,449	H_0 rejected	Significant

b. Test

Proof of each dimension of differentiation, relevance, esteem, and knowledge on the decision to use is done by partial testing. The way to test the path coefficient is to do a T test on each independent variable by looking at the magnitude of the p value (sig) compared to 0.05 (significance level = 5%).

1. Testing the Effect Differentiation (X1) on User Usage Decisions (Y)

Table 6. Differentiation (X1Effect) on Usage Decisions (Y)

	β	tcount	p value	Label
Differentiation on Decision to Use	0.007	0.231 2.764	Significant	T

Table 6 shows that hypothesis testing using the t-test produces a t-count value of 2.764 where the value is greater than t table is 1,980. Based on these results and the acquisition of a p-value of 0.007, these results indicate that the p value $< = 0.05$. This value shows that H01 rejected and H1 accepted. So, in conclusion, the differentiation influences the decision to use. Differentiation or differentiation is an important thing for the success of the brand and is the first stage of the Brand Asset Valuator. Based on the results of the descriptive analysis, the differentiation is in the good category. Young and Rubicam state that differentiation consists of three components, namely different or different, unique or unique, and distinctive or special. Different or different shows that the brand is able to stand out from brands from other similar applications (Beyene, 2021). The results of this study indicate that the majority of respondents (63.4%) can recognize the Halodoc application among other brands of telemedicine applications. Therefore, the Halodoc telemedicine application brand has met different. The majority of respondents (34.1%) strongly agreed to use the Halodoc application because the telemedicine application brand was attractive to them. Halodoc describes its identity as a telemedicine service application that connects patients with various health facilities through its visual application logo. The company changed the type of text on the logo, which was previously in bold type, then became thinner, which illustrates the lightness and ease of perception that Halodoc wants to convey. In addition, the addition of a medical device symbol in the form of a stethoscope in front of the text that is shaped like a smile describes the health and success of the treatment. This is the company's way of conveying the guarantee of its application and informing that an open and wide smile can be obtained if a person is in good health. Another change is the color of the logo which was previously red to pink. The color red has become a symbol of health services widely. The pink color, which is still a gradation of the red color, increases people's recognition of the logo and the speed with which it determines the purpose of the brand.

Unique or unique shows that the brand can show its essence, beliefs, and personality. Brand identity helps build a relationship between consumers and brands by involving functional, emotional, or self-expression benefits (Beyene, 2021).Halodoc application is a unique application compared to other telemedicine applications .theDue to COVID-19, which does not allow people to frequently leave their homes, there are more and more applications that offer such services on the market. Halodoc has to compete with various telemedicine applications in Indonesia, such as Alodokter and Good Doctor. Halodoc must make innovations in its application in order to maintain its position in society.

Distinctiveness shows the prestige of the brand and can show the brand's ability to sell at a premium price (Beyene, 2021). The results of this study indicate that the majority of respondents (43.1%) choose normal regarding their willingness to pay a high price in using the Halodoc application because Halodoc has prestige. Health costs themselves are not routine and predictable. If health costs become higher, people will find it increasingly difficult to increase their welfare and experience poverty. Direct consultation costs are more expensive and do not include travel costs for treatment, so Halodoc often provides

promotions for its users so that people can still consult with doctors.consultation online allows the public to get health consultation services at a lower cost, without travel costs, and can be used whenever needed. Users can also still choose a doctor based on his specialization that is tailored to the user's needs.

2. Testing the Effect Relevancy (X2) on Decision to Use (Y)

Table 7. The Effect Relevancy (X2) on Decision to Use (Y)

	β	tcount	p value	Label
Relevancy to Use Decision	0.289	3,398	0.001	Significant

Table 7 shows that hypothesis testing using t test shows an arithmetic value of 3.398 where the value is greater than t table of 1.980. Based on these results and the acquisition of a p-value of 0.001 then these results indicate that the p value $< = 0.05$. This value shows that H02 rejected and H2 accepted. So, in conclusion, the relevance affects the decision to use. Based on the results of the descriptive analysis, the research subject's assessment of relevance was categorized as good with an average score of 3.9. The results of the descriptive analysis of this study showed that the majority of respondents (54.5%) chose to agree that the service offering or product of the Halodoc application was in accordance with their needs. The majority of respondents (53.7%) chose to agree that the Halodoc application was in accordance with the needs of the target community. Halodoc has the belief to make innovations that can overcome health problems for people in Indonesia. The Halodoc application provides a number of features that allow consumers to consult a doctor, buy medicine, make an appointment to a hospital or clinic, make a swab test appointment, health articles, and others. The services and products contained in the Halodoc application are available in large numbers because Halodoc collaborates with more than 20 thousand doctors and more than 4000 partners in pharmacies and other health services. Consultation with a doctor through Halodoc is available 24 hours so that it can be used anytime according to consumer needs. Payment methods on the Halodoc application also vary, such as Halodoc Wallet, Go-pay, internet banking and debit or credit cards, making it easier for consumers to make payments. The majority of respondents (46.3%) chose to agree that the Halodoc application has a certain meaning for their personality or needs. In the past, people thought that health consultations were carried out if they were sick or even waiting for their illness to get worse. Halodoc aims to form a habit for the community that health is also a part of their lifestyle. Especially since the COVID-19 pandemic, people are increasingly aware of their health. The existence of Halodoc which continues to increase the diversity of health services can be one of the steps in preventing illness for the community.

3. Testing the Effect Esteem (X3) on the Decision to Use (Y)

Table 8. The Effect Esteem (X3) on Decision to Use (Y)

	β	tcount	p value	Label
Esteem on the Decision to Use	0.215	2,917	0.004	Significant

Table 8 shows that hypothesis testing using the t-test shows that the t-count value is 2,917 where the value is greater than the t table of 1,980. Based on these results and the acquisition of a p-value of 0.004 then these results indicate that the p value < = 0.05. This value shows thatH03 rejected and H3is accepted. So, in conclusion, the dimension of esteem affects the decision to use. Based on the results of descriptive analysis, the research subject's assessment of esteem is categorized as good with an average score of 4.0. The majority of research subjects (41.5%) chose to agree that they had a good experience in using the services or products offered by the Halodoc application. The majority of respondents (52.8%) agreed that they heard that other people had good experiences in using the services or products offered by the Halodoc application. The results of this study are in accordance with Young and Rubicam's statement that esteem is influenced by two factors, namely quality and popularity. Various reviews of experiences regarding the use of the Halodoc application can be accessed via the internet, moreover the application can be uploaded via the PlayStore as well as other app uploaders and social media, allowing the public to read reviews of past user experiences. If consumers are attached to a brand, they will be willing to make compromises on their buying behavior to keep the brand in their lives. The results of the descriptive analysis of this study on one of the dimensions of usage decisions, namely brand choice, also showed that the majority of respondents (42.3%) strongly agreed to use the Halodoc application because they were already familiar with the telemedicine application brand. A survey conducted by DSResearch showed that 58% of 600 respondents chose Halodoc as the top of mind health application or site that consumers remember.

4. Testing the Effect Knowledge (X4) on Use Decisions (Y)

Table 9. The Effect Knowledge (X4) on Decision to Use (Y)

	β	tcount	p value	Label
Knowledge on Decision Use	0.307	4.061	0.000	Significant

Table 9 shows that hypothesis testing using the t-test shows the t-count value of 4.061, the value is greater than the t-table 1.980. Based on these results and the acquisition of a p-value of 0.000, these results indicate that the p value < = 0.05. This value shows that H04 rejected and H4 accepted. So, in conclusion, knowledge influences usage decisions. Based on the results of descriptive analysis, respondents' assessment of knowledge is in the very good category with an average score of 4.5. The majority of respondents (58.5%) strongly agree that they are aware of the existence of the Halodoc application. The majority of respondents (53.7%) strongly agree that they understand the purpose of making the Halodoc application. Young and Rubicam state that knowledge is a measure of how familiar and intimate a consumer's relationship with a brand is. Knowledge is related to brand awareness. Aaker states that brand awareness is the ability of consumers to recognize or remember that a brand is a member of a certain product category (Beyene, 2021). One example of Halodoc's efforts to introduce its application to the public is through the creation and marketing of advertisements. Through Youtube, Halodoc has published various advertisements regarding its applications such as 'Healthy is Calm with Halodoc', 'Healthy Was Was Free in the New Normal', and others (Putri and Rochim, 2021). The ad also stars public figures who are well known by the public so that people are more interested in the ad. Another effort is through health education on social media, one of which is Instagram. The goal is that the public can easily obtain information about

health and its services (Rossza, 2020). The public also became more familiar with Halodoc and the purpose of the application. Familiar information is important in making purchasing decisions because it will result in a more favorable brand evaluation. Consumers with awareness can make initial purchase decisions faster than consumers who do not have brand awareness (Liu, et al., 2017).

The results of the T test show that the most significant effect is obtained from the knowledge. Next, respectively, the sub-variables of relevance, esteem, and differentiation. The average dimensions of esteem and knowledge variable Brand Asset Valuator are greater than those of differentiation and relevance. The results of this study indicate that Halodoc is average in terms of uniqueness when compared to similar companies. Halodoc has been successful in establishing its brand through various marketing efforts but with less differentiation and relevance indicates a declining growth potential. Halodoc has succeeded in providing various kinds of assistance to the community during the COVID-19 pandemic, but as the situation develops, Halodoc needs to expand its focus to other health issues. To cope with the increasing eroding of these brands from the market, Halodoc needs to carry out various product innovations that are unique but still relevant to consumer development (Dagustani, et al., 2014).

Coefficient of Determination

The magnitude of the influence between differentiation, relevance, esteem and knowledge on the decision to use can be shown through the calculation of the coefficient of determination with the following formula:

$KD = R^2 \times 100\%$
$\quad = (0.796)^2 \times 100\%$
$\quad = 63.4\%$

Whether or not a model can explain how much influence the independent variables have simultaneously or wholly affects the dependent variable can be measured by the coefficient of determination. The results of the coefficient of determination show that the variables of differentiation, relevance, esteem and knowledge have an influence with a percentage of 63.4% on the decision to use. Meanwhile, the remaining percentage of 46.6% is the contribution of other variables. These results indicate that consumer-based brand equity that is reviewed based on the Brand Asset Valuator affects the decision to use the Halodoc application. Brand Asset Valuator can be used to examine the relationship of brands with market indices such as consumer preferences, consumer acquisitions, and profit margins. However, marketers should not limit their research to the Brand Asset Valuator. Other research can be done by studying the relationship of market index with other dimensions of consumer mindset. All aspects of brand building must be utilized collectively to achieve the desired results in the market (Bhadra and Rego, 2018).

IV. Conclusion

Based on the results of data analysis and discussions that have been carried out, it can be concluded as follows:
1. *Differentiation* has a significant effect on decisions to use the Halodoc application.
2. *Relevancy* significantly influences the decision to use the Halodoc application.
3. *Esteem* significantly influences the decision to use the Halodoc application.
4. *Knowledge* significantly influences the decision to use the Halodoc application.

Suggestions

Based on the results of this study, the researchers provide several suggestions, including:

1. *Marketing* Halodoc can emphasize increasing *differentiation* and *relevance* by making innovations that are different from similar companies but remain relevant to the needs of the Indonesian people.
2. Halodoc companies can increase their *esteem* by improving the quality of their features and services.
3. The government can increase the synergy of various health services with telemedicine applications in order to make it easier for the community to access health services.
4. Researchers who want to examine the influence of the *Brand Asset Valuator* with the decision to use can add new variables that can influence.
5. Researchers who want to examine the effect of the *Brand Asset Valuator* on the decision to use can use other products or services to be studied and a different sample.
6. Researchers who want to examine brand equity and purchasing decisions can use the theory of brand equity and other purchasing decisions.

Acknowledgments

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