

Are There Effects of Brand Equity Elements at Hospital Wirahusada Kisaran

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Abstract

Brand equity will make it easier for the hospital to market and determine the patient's wishes. This research is to find out how the Brand Equity Elements at RSU Wira Husada Kisaran. The sample size in this study was 20 samples. Research time was conducted since the author surveyed in January 2022 until data collection, followed by a seminar on results. The results showed that only the brand loyalty variable did not affect the interest of patients in reusing Wira Husada Kisaran Hospital, for variables brand awareness, perceived quality, association, word of mouth, and marketing mix affect the patient's interest in reusing Wira Husada Kisaran Hospital. The suggestion is that RSU Wira Husada Kisaran should optimize patient satisfaction and meet patient needs by adding health services that are to patient needs and improving service quality. is the new face of Turkey under Erdogan's political management

Keywords

brand awareness; perceived quality; association; brand loyalty; word of mouth; marketing mix; interest in reuse



I. Introduction

Hospitals are organizations that provide services in the form of services. Hospitals can be in the form of government hospitals or private hospitals. Meanwhile, the definition of a hospital according to the Regulation of the Minister of Health of the Republic of Indonesia Number 3 of 2020 concerning Hospital Classification and Licensing, Hospital is a health service institution that provides complete individual health services that provide inpatient, outpatient, and emergency services. The hospital is an organization whose service results are in the form of services, so the best quality of service to all hospital patients must be prioritized. The realization of good service quality is also inseparable from the nurse's satisfied attitude with her work (Novitasari, 2019). Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). The success of leadership is partly determined by the ability of leaders to develop their organizational culture. (Arif, 2019).

Hospitals as health service providers are growing and spur each hospital to provide the best service to the community. The development of the health business today has led to intense competition between hospitals, mainly privately managed hospitals, that require continuous innovation to appear different from other hospitals through attributes that are not owned by other hospitals (Samsudi, 2020). Healthcare is a very competitive business due to the increasing number of private hospitals and the diversity of services (Ozkoc, 2020).

Hospitals compete with each other not only in terms of services provided but have begun to pay attention to the hospital brand in the eyes of consumers. Many hospitals make competition between hospitals to attract customers even higher (Angela, 2019). Now, hospital competition for consumers is no longer limited to the functional attributes of the

service products provided but has been linked to a brand or image for its consumers (Samsudi, 2020). Hospitals are trying to build a marketing strategy by increasing the perception of their image in the eyes of the public in order to increase satisfaction and performance in the field of health services (Aditya, 2018).

Currently, consumers who use hospital services no longer only consider the services provided in choosing a hospital but have considered the hospital brand. Consumers utilizing health services will consider brands before choosing these services (Armadani, 2018).

A brand is a corporate image built with the services provided to its consumers. A brand is a seller's promise to consistently provide certain privileges, benefits, and services to buyers (Wijaya, 2018). A company's brand is an invaluable asset for any organization. A brand gives an identity to a company which helps its customers to differentiate it from its competitors in the market (Tiwari, 2019).

One way to win the competition is a war between brands. Marketing itself does not only market the product, but a brand that is easy to remember will make the patient's perception of the product positive. Brand equity will make it easier for the hospital to market and determine the patient's wishes. Substantial brand equity positively correlates with great attraction for consumers to use a product (Ernawaty, 2020). Indian hospitals use branding to create a positive view of their outpatient services (Subrahmanyam, 2021).

One strategy to strengthen the organization is the brand (Lebriani, 2019). The analysis results show the importance of healthcare branding and its unique position in developing health care marketing (Jain, 2019). In the service provider industry, the development of brand equity and its practical factors are promoted, which results in the importance of the brand's role in branding being unique (Fatema, 2015).

A successful brand strategy must build, protect and promote brand equity to gain patient trust and create positive emotions for the hospital (Kemp, Ravi, & Becerra, 2014). Indian hospitals use branding to create a positive view of their outpatient services (Subrahmanyam, 2021).

A strong brand is an asset so that the organization gets a top position in the minds of consumers so that when the brand is accepted by consumers, the hospital will easily win market share. Therefore, it is important for hospitals to create a strong brand. A strong brand can be owned by strengthening the elements of brand equity. Brand elements can be used as a reference for measuring brand strength. The elements of brand equity consist of Brand Awareness, Perceived Quality, Brand Association and Brand Loyalty.

Brand awareness (brand awareness) is the patient's ability to recognize or remember the hospital brand (Asriani, 2019). Perceived quality is the customer's perception of the quality or superiority of a product or service that is associated with customer expectations (Asriani, 2019). Brand association (brand association) where all the impressions that arise in the patient's mind about the hospital's brand reflect the image of the hospital's name with habits, lifestyles, products, prices (Asriani, 2019). Brand loyalty (brand loyalty), consumers consistently use health services in hospitals, this patient loyalty depends on the extent of the benefits and quality at the right price that the patient receives (Asriani, 2019).

Brand equity can create value for companies and customers (Sudirman, 2018). Brand equity is able to act as a brand identity such as logos, symbols, trademarks, and slogans to be able to identify and see how the product influences consumers (Alam et al., 2016). Brand equity, as a set of brand assets and liabilities associated with a brand, name and symbol, can increase or decrease the value offered in the form of goods and services from a company to its customers (Poerwadi, 2016).

Apart from word of mouth Marketing mix is a strategy of mixing marketing activities which includes the following seven factors: product (objects or services), promotion (marketing communication), people (people factor), physical evidence (facilities), price (price), place (place).), and process (procedure, mechanism, and flow) (Abedi & Abedini, 2016).

It is hoped that these factors can become a driving tool for customer satisfaction which in time will lead to or increase the level of customer loyalty. Basically, the marketing mix is done to create a demand through customer loyalty, this can be influenced by the goods or services offered and the important role that is the role of the customer in it. (Arif, 2016).

The problem at the Wira Husada RSU house is the number of available patient visits that fluctuate or are erratic. If this is allowed to continue, it can result in a decrease in the number of visits to the Wira Husada RSU, which will later impact the decrease in hospital income and affect the hospital's human resources. The services provided to patients are not optimal. One of the causes of the uncertain number of general patient visits in hospitals is the lack of marketing strategies carried out by hospital management.

According to Kotler (2017), brand equity is a form of perceived utility, and a brand's value is associated with a product. Thus, it can be concluded that brand equity is a consumer's perception of the privilege of a brand compared to other brands. Substantial brand equity can enhance the program's success in attracting new customers or embracing existing customers.

II. Review of Literature

2.1 Definition of Brand

A brand is a name, term, sign, symbol, design, or combination of all the elements used to identify a product or service from a person or group of sellers from competitors. A brand serves as a strong emotional bond between customers and consumers, the extent to which strategic options and strengths affect finances. (Kotler, 2017)

The term brand comes from the word brand, which means "to brand." American cattle farmers often carry out activities by giving markings on their livestock to facilitate identification of ownership before being sold in the market (Yudho, 2018).

The brand's strength is tied to customer loyalty, which delivers business success, resilience, and products that compete. Brands, in all their strengths, have different meanings for different purposes. MarkPlus Institute of Marketing identifies 6 (six) brand levels, namely:

1. Attributes are a brand that is expected to be able to remind a particular attribute or trait.
2. The benefit is a brand that is more than a set of attributes. Customers do not buy attributes but good ones that are functional (durable) and emotional. A good brand not only has the power to explain the product to customers but is also built with a consistent, excellent product. Customers who buy a product not only hope not only the brand but also the product's function.
3. Value is that a brand creates value for producers. The value attached to the product is usually interpreted differently but represents the whole of a product. Customers who use the latest gadgets show themselves as a person who cares about technology, are updated with the latest technology, and try to increase their prestige with the products used.
4. A culture, that is, a brand, represents a particular culture.
5. Personality, that is, a brand can also design personality confidence.

6. Users, that is, a brand, will make an impression on users of the brand. The impression was born from the experience of using the product. High product quality will give the impression and a positive experience for the user and give birth to loyalty to the product.

Branding theory is a communication endeavor marketing done to give a new personality to a brand or product by changing its internal or external appearance.

2.2 Brand Benefits

According to Kotler (2017), brands benefit producers and consumers.

For manufacturers, brands play an essential role as follows:

1. Means of identification to facilitate the handling process or product tracking for companies, especially in organizing inventory and accounting records.
2. A form of legal protection against unique product features or aspects. Brands can get intellectual property protection. A brand name can be protected through registered trademarks, manufacturing processes can be protected through patents, and packaging can be protected through copyright (copyright) and design.
3. Signal quality level for satisfied customers, so they can easily choose and repurchase it at a later time. Brand loyalty results in predictability and security demand for firms and creates barriers to entry that make it difficult for other firms to enter the market.
4. This means creating unique associations and meanings that differentiate products and competitors.
5. Sources of competitive advantage, primarily through legal protection, customer loyalty, and a unique image formed in the mind consumer.
6. Sources of financial returns, especially regarding future income future.

2.3 Brand Equity

Brand Equity is a set of brand assets and liabilities relating to a brand, its name, and symbol, which add to or reduce the value a good or service provides to a company or customer. (Aaker, 2017). Behavior Consumers are generally formed based on personal experience, suggestions from other people or friends, and communication delivered through electronic media (such as television, radio, etc.) or print media (such as newspapers, magazines, tabloids, etc.).

Then customer satisfaction is also an essential element in the evaluation stage as a measure of the success of the company's performance so that it can affect loyalty (customer loyalty) and add positive value to equity product brand (brand equity). Product is anything that can be offered to a market to satisfy wants and needs. (Kotler, 2017).

The assets and liabilities that form the basis of brand equity there are: among others: Brand Awareness (awareness of brand), Brand Association (brand association), Perceived Quality (perceived quality), and Brand Loyalty (brand loyalty). Then the influence of brand equity with loyal customers is the core of brand equity. It is the central idea in marketing because it measures a person's relationship with customers for a brand. If it increases, then the vulnerability of consumer customer groups to competitors' attacks can be reduced. This is an indicator of brand equity related to future profit gains due to consumer loyalty. Direct sales can be interpreted as sales in the future (Kotler, 2017).

When business competition is getting tougher, companies must make substantial and significant efforts in carrying out marketing strategies to ensure product continuity in the market. The creation of good brand equity to maintain loyalty customers, means a consumer-oriented company that has changing tastes, desires, and behavior. Brand (brand) is often associated with repeat purchases so that they can satisfy consumers. Then

consumers will become loyal to the brand they use in their products or services. Brand equity is the total value of the attributes included in a brand that causes a consumer's purchase of a product that is offered by the company.

Positive brand equity will cause consumers to be more often buy. In addition, consumers who are loyal to certain brands tend to be "bound" to that brand and will buy the same product again even though there are many other alternatives. Positive Brand Equity can increase sales because it can increase consumer loyalty (Kotler, 2017).

Aaker (2017) defines brand awareness as the ability of potential customers to recognize or consider that a brand belongs to the product category certain.

Brand awareness provides a lot of value, including:

1. Provide a place for the association of the brand.
2. Give the brand.
3. Is a signal for the existence, commitment, and substance of the brand.
4. Help select a group of brands to consider with are you serious.

The ability of customers to recognize the brand of a different product depending on the level of brand communication or customer perception of product brands offered.

III. Research Method

The type of research used is quantitative, using an analytical survey with a cross-sectional study design, which is a research design that studies the effect of the independent variable (X) (brand awareness, brand association, perceived quality, brand loyalty) on the dependent variable (interest in reusing) (Y). (Sugiyono, 2017).

This research was conducted at RSU Wira Husada Kisaran, located at Jl. R.A. Kartini No. 209, Sendang Sari, Kec. West Kisaran City, Asahan Regency, North Sumatra 21211. This research was conducted from February 2022 to March 2022.

The data used in this study is primary data. Primary data is directly obtained from the source and given to data collectors or researchers (Sugiyono, 2017). Data collection techniques were obtained from questionnaires distributed to patients at RSU Wira Husada Kisaran.

The population is the total number of units or individuals whose characteristics are to be studied. (Sugiyono, 2017) The population in the study was general inpatient and outpatient at RSU Wira Husada Kisaran during the study. The population in this study was 1,230 patients. The population of this study was calculated based on the average number of general patients per month who came to RSU Wira Husada Kisaran.

Sample According to Sugiyono (2018), the sample is part of the number and characteristics possessed by the population. At the same time, the sample size is a step to determine the sample size in carrying out a study.

Determination of the sample using interpretation estimation with Structural Equation Modeling (SEM), purposive sampling approach. According to Hair et al. (in Sahirul, 2018), the size of the sample in a study, if it is too large, will make it difficult for researchers to get a suitable research model. It is recommended that the appropriate sample size ranges from 100-200 respondents so that interpretation estimates can be used with Structural Equation Modeling (SEM), while the respondents who filled out the questionnaire in this study had the following criteria:

1. General inpatients and outpatients at Wira Husada Kisaran Hospital
2. Patient is conscious
3. Patients can communicate well and can be understood by researchers. If you cannot communicate well, you can be represented by your family.

4. The patient is willing to be a respondent and is ready to be interviewed.

From the above criteria, the sample size used in this study was 120 inpatients and outpatients at Wira Husada Kisaran Hospital.

The variables in this study consisted of the independent variable (X) and the dependent variable (Y). The independent variables in this study consisted of Brand Equity, which consisted of elements of Brand awareness (X1), Brand Association (X2), perceived quality (X3), Brand loyalty (X4), Word of Mouth (X5), Marketing Mix (X6), the dependent variable in this study is interested in reusing (Y).

IV. Result and Discussion

4.1 Overview of Research Object

Wira Husada Hospital, otherwise known as Wira Husada Hospital, is a general hospital located in West Kisaran, Asahan, North Sumatra Province. Precisely located on J R.A. Kartini Street No. 209, Sendang Sari, West Range, Asahan – North Sumatra 21211.

The distribution of respondent characteristics is based on respondent information data which includes age, gender, education, and marital status.

1. Distribution of Respondents' Characteristics Based on Respondent's Age

Table 1. Characteristics of Respondents by Age

Ages	N	percentage (%)
20-30 Years	47	39,2
31-40 Years	68	56,7
> 40 Years	5	4,2
Total	120	100

Table 1 describes the characteristics of respondents based on age, respondents aged 20-30 years were 47 respondents or 39.2%, respondents aged 31-40 years were 68 respondents with a percentage of 56.7% and for respondents aged > 40 year as many as 5 respondents with a percentage of 4.2% of the total respondents, which amounted to 120 respondents.

2. Distribution of Respondents Characteristics by Gender

Table 2. Characteristics of Respondents by Gender

qualification	N	Percentage (%)
SMP	4	3,3
SMA	40	33,3
D3	26	21,7
S1	50	41,7
Total	120	100

Table 2 describes the characteristics of respondents by gender, female respondents were 68 respondents with a percentage of 56.7%, male respondents were 52 respondents with a percentage of 43.3% of the total 120 respondents.

4.2 Bivariate Analysis

Analysis of Brand Awareness Correlation on Interest in Reusing Wira Husada Kisaran Hospital To test and prove statistically the effect of Brand Awareness on the

interest in reusing Wira Husada Kisaran Hospital, a product moment correlation analysis was used with the help of the SPSS for Windows version 25.0 program. Product moment correlation analysis is used to determine the correlation between one independent variable and one dependent variable with ordinal data categories. The following is the result of the correlation using product moment to determine the effect of Brand Awareness on the interest in reusing Wira Husada Kisaran Hospital.

Table 3. Correlation of Brand Awareness on Interest in Reusing Wira Husada Kisaran Hospital
Correlations
Correlations

		Brand Awareness	Interest in Reusing
Brand Awareness	Pearson Correlation	1	,514**
	Sig. (2-tailed)		,000
	N	120	120
Interest in Reusing	Pearson Correlation	,514**	1
	Sig. (2-tailed)	,000	
	N	120	120

**. Correlation is significant at the 0.01 level (2-tailed).

4.3 The Influence of Brand Awareness on Interest in Reusing Wira Husada Kisaran Hospital

The results showed that between Brand Awareness and interest in reusing Wira Husada Kisaran RSU there was a correlation coefficient (r) of 0.514 with a significance of 0.000. This shows that there is a positive correlation between Brand Awareness and interest in reusing Wira Husada Kisaran Hospital with a moderate level of relationship, and the correlation is significant because $p < 0.05$ ($0.000 < 0.05$).

Brand awareness is the ability of potential customers to recognize or remember that a brand belongs to a certain product category (Aaker, 2017). Brand awareness provides many values, including providing a place for associations with brands, providing brands, being a signal for the existence, commitment, and substance of the brand, helping to select a group of brands to be seriously considered. The ability of customers to recognize the brand of a product differs depending on the level of brand communication or customer perception of the product brand offered.

This study is in line with research conducted by Supriyadi and Nurnaningsih Herya Ulfah (2018) which states that brand awareness has a significant relationship to the reuse of lactation clinics at Muhammadiyah Hospital with a contribution of 56.9%.

Brand awareness is a reflection that people know and know about the Wira Husada Kisaran Hospital which will affect customer perceptions and behavior in deciding to buy something. As stated by Durianto in his Strategy to Conquer the Market through equity research and brand behavior that brand awareness is the key to brand assets or the opening key to enter other elements. If the brand awareness is very low then the Brand Equity is also low. So, if you want to have a strong brand, the first thing to do is make customers aware of the existence of RSU Wira Husada Kisaran, and try to make customers make RSU Wira Husada Kisaran their Top of Mind.

4.4 Influence of Perceived Quality on Interest in Reusing Wira Husada Kisaran Hospital

The results showed that between Perceived Quality and interest in reusing Wira Husada Kisaran Hospital there was a correlation coefficient (r) of 0.884 with a significance of 0.000. This shows that there is a positive correlation between Perceived Quality and interest in reusing Wira Husada Kisaran Hospital with a very strong relationship level, and the correlation is significant because $p < 0.05$ ($0.000 < 0.05$).

Aaker (2017) defines perceived quality as the customer's perception of the quality or superiority of a product or service in relation to the desired goal, compared to other alternatives. If the customer's perception of the overall quality is poor, no matter how big the company's efforts to create product loyalty tend to be unsuccessful.

Perceived quality provides a lot of value, including giving reasons for customers to use goods or services, the better the customer perception, the higher the potential for customers to use the product, differentiating goods or services from competing products, providing a gap to set premium prices for goods or services. The better the customer perception, the company can set high prices, create interest in distribution channels to distribute goods or services, because the product is well prepared so that it will be easier to distribute to many markets, including for brand extensions.

This study is in line with the results of research conducted by Sumarmi (2018) with the title "The Influence of Brand Equity on Interest in Service Reuse at the Inpatient Installation of Ibnu Sina Hospital Makassar, the results of the study show that perceived quality has an effect on interest in service reuse at the installation. Hospitalization at Ibn Sina Hospital.

Perceived Quality has a very important role in building a brand. Customer perception will be the customer's consideration in determining what brand to buy. There are five advantages of quality impressions. The first advantage is the reason to buy. An impression of the quality of a brand provides an important reason to buy. This affects which brands should be considered, and in turn affects which brands to choose. The second advantage, is differentiation. That is, an important characteristic of a brand is its position in the dimension of quality impression. The third advantage is the optimum price. This third advantage provides options in setting the optimum price (premium price). The fourth advantage, is to increase the interest of distributors. The fifth advantage is brand extension. Hospitals that have poor Perceived Quality

V. Conclusion

From the results of the research above, the conclusions of this study are:

1. There is an influence of Brand awareness on patient interest in reusing Wira Husada Kisaran Hospital.
2. There is an effect of Perceived Quality on patient interest in reusing Wira Husada Kisaran Hospital
3. There is an association effect on patient interest in reusing Wira Husada Kisaran Hospital
4. There is no effect of Brand loyalty on patient interest in reusing Wira Husada Kisaran Hospital
5. There is an effect of Word of Mouth on patient interest in reusing Wira Husada Kisaran Hospital
6. There is an effect of marketing mix on patient interest in reusing Wira Husada Kisaran Hospital

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