

## ANALYSIS OF THE INFLUENCE BRAND IMAGE ON COMMUNITY PURCHASE INTENTION IN OUTPATIENT SERVICES AT BIMA CITY HOSPITAL

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Disubmit: 21 Agustus 2024

Diterima: 19 April 2025

Diterbitkan: 01 Mei 2025

Doi: <https://doi.org/10.33024/mahesa.v5i5.17137>

### ABSTRACT

Hospitals face competitive competition due to open market policies in the medical services industry. In the realm of health services, brand image plays an important role in determining patient purchase intentions. Therefore, the aim of this study is to analyze the influence brand image on community purchase intention in outpatient services in government hospitals. An analytical study with a cross-sectional approach was carried out by distributing questionnaires in Bima from October 2022 to July 2023. The population of this study were people related to hospital services with good awareness and aged 19 -60. The sample was selected using the proportional stratified random sampling method. Descriptive statistics and correlation analysis were used to analyze the data. A total of 260 respondents from five sub-districts participated in the study. The results showed that brand image had a significant effect on the community's purchase intention towards outpatient services. Influential brand image indicators are type of brand associations with value ( $p = 0.486$   $b = 0.001$ ), favorability of brand association with value ( $p = 0.198$   $b = 0.001$ ) and uniqueness of brand associations with value ( $p = 0.165$   $b = 0.001$ ). A good brand image can increase purchase intention. The brand image sub-variable that has the greatest influence on purchase intention is the type of brand associations. There was one item that was rated as poor by 60.4% of respondents regarding the timeliness of doctor services in outpatient care. A good brand image can increase purchase intentions. Evaluation and coordination between management and service providers are necessary to improve the hospital's brand image. Related activities and service schedules of doctors in the hospital must be well organized so that there is no doctor's absence.

**Keywords:** Brand Image, Hospital, Outpatient Service, Purchase Intention

### BACKGROUND

Hospitals face intense competition due to open market policies in the medical services industry. The development of health as a business is currently a global trend resulting in increased competition between health

service. This is evidenced by the emergence of public hospitals and private hospitals over the past five years (Ministry of Health of the Republic of Indonesia 2021). The number of hospitals continues to increase, especially in private

hospital (Bureau of Statistics 2021). Bima City has four hospitals consisting of two public hospitals and two private hospitals. Bima City Hospital has two tough competitors, namely PKU Muhammadiyah Hospital and Dr. Agung Hospital. Compared to the other two competing hospitals, it is known that the trend of patient visits in inpatient and outpatient care at RSUD Kota Bima has decreased by an average of -27%. Based on outpatient visits per day at the Bima City Hospital, it is known that the decrease in patient visits occurred significantly in 2022, with a decrease of 11% (Bureau of Statistics 2020).

The fierce competition among the hospitals has been proven by an initial survey distributed to the people of Bima City through Google form and shared through social media Instagram, Facebook, and WhatsApp groups in December 2021. The results of the community's purchase intention for health services provided by the Bima City Hospital are still rather low. The hospitals that are the top choices are PKU Muhammadiyah Hospital and Dr. Agung Hospital, while Bima City Hospital ranks fifth with a percentage of 6%. The reason it is because people claim that PKU Muhammadiyah Hospital and Dr. Agung Hospital have more complete and better services than other hospitals. In addition, the public perception is that private hospitals have a better image than government hospitals.

Many factors affected the use or in this case the visit of hospitals (Zhou et al. 2017). Based on interviews to the management of the Bima City Hospital, the decline in the number of patient visits is due to the public's a better image perception and quality care service of private hospitals. When a hospital

is seen as a brand, the patient will have an assessment of the hospital (Patel, Singh, and Parayitam 2023). Brand image is important and plays a major role in business planning because it represents the tangible and intangible aspects of a company (Cham et al. 2020).

Previous research has shown that one of the important factors before consumers make a purchase is brand image (Zeithaml 1988), consumers evaluate and choose a positive brand image to reduce unwanted risks (Dowling and Staelin 1994), a positive brand image plays an important role for consumers before making a purchase, so brand image affects purchase intention (Mohan Raj and Roy 2015), brand image is seen as consumers' perception of a brand, a unique and strong brand image plays an important role in consumers' purchase decisions (Keller 1993), a strong brand image can increase purchase intention (Garretson and Clow 1999), brand image is an important consideration for consumers before making a purchase and can directly affect consumers' purchase intention (Büyükdağ 2021) and purchase intention can be influenced by brand image (Esch et al. 2006). It can be concluded that brand image plays an important role for consumers because brand image is one of the factors that consumers evaluate before making a purchase decision (Brown 2016).

Brand image is one of the important aspects related to how consumers perceive a brand in terms of service and non-service products, preferences, strengths and uniqueness (Jin, Lee, and Huffman 2012). A positive brand evaluation from consumers can increase consumers in using the product, so creating a strong, good and unique brand image can have a

positive impact on the brand (Keller and Swaminathan 2019). A positive brand image can symbolically satisfy the internal needs of consumers so that brand image can functionally lead consumers to purchase products (Nagar and Rana 2015). Brand image also plays an important role in providing satisfaction and creating customer loyalty to the brand. Customer loyalty can benefit the brand because when consumers need services, they will tend to use the brand. So this is the reason why building brand image is important for hospitals (Kotler and Keller 2016). Basically, purchase intention is based on purchasing motivation with the completeness and characteristics of the brand under consideration so that it involves many processes based on motivation, perception, attitude formation and integrity (Belch and Belch 2017). Purchase intention can be used to determine consumer demand and use of new products so that this can be used by marketers to determine future consumer desires (Morwitz 2012) and can be used as evaluation material by hospitals to understand the needs, wants and expectations of consumers in the future. Based on the description of the effect of brand image on purchase intention for outpatient health services at Bima City Hospital, it is analyzed in this study. The results of this study are expected to provide valuable insights for hospital management in developing marketing strategies and improving service quality to increase customer utilization and satisfaction with government hospitals and maintain long-term customer loyalty.

## LITERATURE REVIEW

According to Kotler (2013:344), Brand image is the overall perception of a brand and is formed from past information about the brand, the image of the brand is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of consumers who buy something, not only need the item, but there is something else they expect (Pakaya, 2023).

Image is the perception and belief carried out by consumers, as reflected in the associations that occur in consumer memory. brand image indicators are attributes, benefits and values. According to Lamb (2011) the definition of a brand can be divided into:

1. Brand Name (Brand Name) A brand name is a part of a brand name that can be pronounced. For example, Avon, Chevrolet, and Disneyland.
2. Brand Image (Brand image) A brand image is a part of a brand that can be recognized, but cannot be pronounced, such as symbols, designs, letters or special colors. An example is the three diamonds of Mitsubishi.
3. Trademark A trademark is a brand or part of a brand that is protected by law because of its ability to produce something special. This trademark protects the seller with the privilege of using the brand name and or service mark (Purbohastuti, 2018).

Copyright is a privilege protected by law to produce, publish, and sell written works or works of art. This image cannot be printed like making goods in a factory, but this image is an impression obtained according to a person's knowledge and understanding of something. Image

is formed from how the company carries out its operational activities, which have a primary basis in terms of service.

## RESEARCH METHOD

Analytical study with a cross-sectional approach was conducted in Bima City from October 2022 to July 2023. The population in this study were all people in the Bima City who were related to Bima City Hospital services with a total of 138.451. The sampling technique used in this study was proportional stratified random sampling. Respondents are settled in the Bima City, have good general awareness, aged 19 - 60 years and above and willing to be a respondent in the research were included from this study. The minimum sample size determined using proportion difference approach with the assumption of 95 % confidence level ( $Z\alpha = 1.96$ ), 80 % power ( $ZB = 0.84$ ) obtained a minimum sample size in this study were 260 respondents. The sample in this study was taken based on the population in each sub-district so that 59 respondents were obtained in West Rasanae District, 51 respondents in Mpunda District, 33 respondents in East Rasanae District, 70 respondents in Raba District and 47 respondents in Asakota District.

Respondent characteristics factors (i.e., age, sex, education, occupation, monthly income, marital status and insurance ownership). Brand image (i.e., type of brand association, favorability of

brand association, strength of brand association, uniqueness of brand association) were the independent variable. Purchase intention was the dependent variable. The data were obtained by interviewing the respondent using questionnaires. Before distributing the questionnaire to the respondents, the validity and reliability tests were conducted first. The results of measuring the validity and reliability of the brand image and purchase intention questionnaires were declared valid and reliable with a Cronbach alpha value of 0.982 and 0.925. The desire or interest of the community to use health services, this sub-variable consists of transaction interest, referral interest and preferential interest. Each questions used the following options: strongly disagree, disagree, agree and strongly agree. Data were analyzed using SPSS software. All analyses were weighted using sampling weights provided in the datasets. Continuous variables were summarized using the value of maximum, minimum, median and interquartile range (IQR), lower scores indicating lower agreement.

Data were checked for completeness, then coded and entered into SPSS version 26.0 software. Before further analysis, the entered data were cleaned and edited. Summary statistics such as numbers (percentages) for categorical variables. Descriptive analysis was conducted to obtain an overview of the research variables.

**Table 1. The distribution of the variables formed will be categorized based on 4 categories which are calculated using the following formula:**

Results of Categorization	
Minimum - Quartile 1	= Very poor
$\geq$ Quartile 1 - Median	= Poor
$\geq$ Median - Quartile 3	= Good
$\geq$ Quartile 3 - Maximum score	= Very good

Bivariate analysis using multiple logistic regression was used to determine the relationship between the independent variable and the dependent variable. Brand image including type of brand association, favorability of brand association, strength of brand association, uniqueness of brand association were entered into the bivariate model with purchase intention on outpatient services at the Bima City Regional General Hospital. All statistical tests were

considered significant at a p value of less than 0.05. Ethical approval letter number 2705-KEPK was obtained from the Health Research Ethics Committee, Faculty of Nursing, Airlangga University, Surabaya. A research permit was obtained from Bima City Government, West Nusa Tenggara, Indonesia as the research site. In addition, all information obtained from the research will be kept confidential throughout the research process.

## RESULTS RESEARCH

Table 2. Characteristic Of Respondent

Characteristic of respondent	Frequency (n)	Percentage (%)
<b>Age (years)</b>		
17-25	19	7.3
26-35	82	31.5
36-45	88	33.8
46-55	62	23.8
56-66	9	3.5
<b>Sex</b>		
Male	104	40.0
Female	156	60.0
<b>Education</b>		
Junior high graduate	5	1.9
High graduate	81	31.2
Diploma 3 graduate	16	6.2
Diploma graduate	2	0.8
Bachelor graduate	147	56.5
Master graduate	9	3.5
<b>Occupation</b>		
Housewife	53	20.4
Undergraduates	12	4.6
Government employees	91	35.0
State enterprise employees	15	5.8
Self-employed	58	22.3
Other	31	11.9
<b>Monthly income</b>		
High Income (>Rp.1.121.686)	239	91.9
Low Income (<Rp.1.121.686)	21	8.1
<b>Marital status</b>		
Unmarried	40	15.4
Married	213	81.9
Divorced	4	1.5
Separated	3	1.2

Characteristic of respondent	Frequency (n)	Percentage (%)
<b>Insurance ownership</b>		
Have national health insurance	194	74.6
Has national and private health insurance	28	10.8
Not yet covered	38	14.6
<b>Total</b>	<b>260</b>	<b>100.0</b>

Most of the respondents were aged 36-45 years (33.8%). Sixty percent of respondents were female. As many as 56% of respondents are college graduates. Most respondents had jobs as state civil servants

(35.0%). Almost all respondents had high income (>Rp. 1,121,686) with a percentage of 92%. 81.9% of respondents were married and 74.6% of respondents had national health insurance.

**Table 3. Brand Image in Outpatient Hospital of Bima City**

No	Indicator	Very bad		Bad		Good		Very good		Total	
		n	%	n	%	n	%	n	%	n	%
1	Type of brand association	0	0	0	0	149	57.3	110	42.3	260	100.0
2	Favorability of brand association	0	0	0	0	233	89.6	27	10.4	260	100.0
3	Strength of brand associations	0	0	0	0	232	89.2	28	10.8	260	100.0
4	Uniqueness of brand association	0	0	0	0	232	89.2	28	10.8	260	100.0

Based on the table above, the results of the *brand image* sub-variable in the Bima City Hospital outpatient department show that 89.6% assessed that the *favorability of brand associations* in the Bima City Hospital outpatient department

is considered good. This means that the community has a positive assessment of the overall *brand image of* the hospital so that this strength can be the basis for the community in choosing outpatient services at the Bima City Hospital.

**Table 4. Respondents' Opinions Based on Dimensions of Brand Image in Bima City Hospital Outpatient Care**

No	Indicator	1		2		3		4		Total	
		(Strongly disagree)		(Disagree)		(Agree)		(Strongly agree)		n	%
		n	%	n	%	n	%	n	%		
<b>I. Type Of Brand Association</b>											
<b>AAttributes Service Related</b>											
1	Timeliness of outpatient clinic opening hours	0	0	7	2.7	201	77.3	52	20.0	260	100.0
2	Doctors can provide services on time at outpatient clinics	10	3.8	157	60.4	80	30.8	13	5.0	260	100.0
3	Doctors in outpatient care are known to be good at handling patient complaints	0	0	6	2.3	147	56.5	107	41.2	260	100.0
4	Doctors in outpatient care are known to give good explanations to patients	0	0	3	1.2	157	60.4	100	38.5	260	100.0
5	The medicine prescribed by the doctor is known to cure disease	0	0	6	2.3	161	61.9	93	35.8	260	100.0
6	Nurses in the outpatient setting are known to be good at providing first aid	0	0	8	3.1	192	73.8	60	23.1	260	100.0
7	Outpatient nurses are known to explain things well to patients	0	0	8	3.1	188	72.3	64	24.6	260	100.0
8	Nurses in outpatient settings are known to give genuine attention to patients	0	0	11	4.2	181	69.6	68	26.2	260	100.0
9	Pharmacy staff in outpatient settings are known to be conscientious in administering medication as prescribed by the doctor	0	0	7	2.7	171	65.8	82	31.5	260	100.0
10	Administrative officers in outpatient care are known to understand the flow of services in	0	0	5	1.9	180	69.2	75	28.8	260	100.0

No	Indicator	1		2		3		4		Total	
		(Strongly disagree)		(Disagree)		(Agree)		(Strongly agree)		n	%
		n	%	n	%	n	%	n	%		
outpatient care											
11	Administrative staff in outpatient settings are known for their skills	0	0	16	6.2	156	60.0	99	38.1	260	100.0
12	Health workers in outpatient care are friendly	0	0	23	8.8	138	52.1	99	38.1	260	100.0
13	Health workers in outpatient care are known to have a non-differentiated attitude towards public or health insurance patients	0	0	46	17.7	140	53.8	74	28.5	260	100.0
14	Administrative Officers in outpatient are friendly	1	0.4	22	8.5	157	60.4	80	30.8	260	100.0
15	Administrative officers in outpatient care do not discriminate when dealing with general or health insurance patients.	0	0	33	12.7	164	63.1	63	24.2	260	100.0
16	Waiting time for service outpatient health services are known to be fast	1	0.4	16	6.2	128	49.2	115	44.2	260	100.0
17	Waiting time for drug service is fast	0	0	12	4.6	134	51.5	114	43.8	260	100.0
18	Waiting time for cashier queues in outpatient care is known to be fast	0	0	9	3.5	142	54.6	109	41.9	260	100.0
<b>BAAttributes Non-Service Related</b>											
1	The price of services in outpatient care is in accordance with the facilities obtained	0	0	15	5.8	175	67.3	70	26.9	260	100.0
2	The price of services in outpatient care is in accordance with the recovery	0	0	13	5.0	196	75.4	51	19.6	260	100.0

No	Indicator	1		2		3		4		Total	
		(Strongly disagree)		(Disagree)		(Agree)		(Strongly agree)			
		n	%	n	%	n	%	n	%	n	%
obtained											
<b>CBenefit</b>											
1	Going to outpatient treatment will make your health condition getting better.	1	0.4	5	1.9	191	73.5	63	24.2	260	100.0
2	Hospitals are known for having quality medical equipment	0	0	17	6.5	203	78.1	40	15.4	260	100.0
<b>DAttitude</b>											
1	feel calm if you want to visit the outpatient	0	0	15	5.8	175	67.3	70	26.9	260	100.0
2	feel satisfied if they will use outpatient health services	0	0	13	5.0	196	75.4	51	19.6	260	100.0
<b>II. Favorability of brand association</b>											
1	Outpatient care is known for its good service	1	0.4	10	3.8	186	71.5	63	24.2	260	100.0
2	Outpatient pharmacy medications are known to be complete	1	0.4	19	7.3	186	71.5	54	20.8	260	100.0
<b>III. Strength of brand associations</b>											
1	Hospital staff is known to be receptive to criticism and suggestions	0	0	10	3.8	150	57.7	100	38.5	260	100.0
2	Hospital is known to prioritize community satisfaction	0	0	6	2.3	171	65.8	83	31.8	260	100.0
<b>IV. Uniqueness of brand association</b>											
1	Staff at outpatient clinics are known to prioritize excellent service that does not differentiate patient status.	0	0	21	8.1	153	58.8	86	33.1	260	100.0
2	The hospital is known for its complete supporting examination facilities	0	0	10	3.8	95	36.5	155	59.6	260	100.0

As many as 73.8% of respondents assessed that nurses in outpatient clinics were able to provide the best service, however 60.4% of respondents assessed that doctors in outpatient clinics were not able to provide services in a timely manner, meaning that the doctor's service times in outpatient clinics were in line with the opening hours regulations. In outpatient care at Bima City Regional Hospital is still considered inadequate. 58.8% of respondents also believed that outpatient staff prioritize excellent service, which does not differentiate the patient's status based on the type of financing used. The price of outpatient services was considered efficient by 75.0% of respondents, the suitability of costs incurred by patients with the facilities and the healing that the community would receive was considered quite good.

Most respondents rated the quality of the hospital's medical equipment (78.1%) and the completeness of drug services (71.5%). Various service advantages can increase patient satisfaction. As many as 75.4% of the respondents felt satisfied while using outpatient services and 95.4% of the respondents gave good ratings to these services, so that 65.8% of the respondents thought that Bima City Hospital is known to prioritize community satisfaction. This assessment means that the public has a positive perception of outpatient care at Bima City Regional Hospital. This perception makes people feel that using outpatient health services is beneficial and can overcome the health problems that the community has.

**Table 5 The Effect of Hospital Brand Image on Community Purchase Intention on Outpatient Services at the Bima City Hospital**

No	Variables	Beta (b) coefficient	p value
1	<i>Type Of Brand Association</i>	0.486	0.001
2	<i>Favorability Of Brand Association</i>	0.95	0.001
3	<i>Strength Of Brand Association</i>	0.105	0.027
4	<i>Uniqueness of Brand Association</i>	0.244	0.001

We found that type of brand association, favorability of brand association, and uniqueness of brand association positively affected the purchase intention of the community on outpatient services at the Bima City Hospital. This means that a positive brand image evaluation by the community had a great influence on the community's purchase intention for outpatient services at Bima City Hospital. Improved brand image can increase purchase intention. Brand image has

a significant value ( $p=0.001$ ) and 159 respondents (57.2%) assessed that the brand image at the Bima City Hospital is good, especially in the sub-variable of favorability of brand association. However, even though the brand image of the Bima City Hospital is considered good, there are still statements that are considered bad by respondents where 157 respondents (60.4%) considered that doctors at the Bima City Hospital have not been able to provide services on time.

## DISCUSSION

Brand image sub-variables that affect purchase intention are type of brand association, uniqueness of brand association, and favorability of brand association. Strength of brand association had no effect on purchase intention for outpatient services at Bima City Hospital. Type of brand association describes the hospital brand image formed based on the brand association formed as a whole and is a consumer's personal view of a brand, this is formed based on the experience, feelings, personality, location and overall public memory. Attribute service related consist of six indicators such as timeliness of service at the hospital, expertise of health workers, expertise of administrative staff, attitudes of health workers, attitudes of administrative staff, and waiting time for health services. A total of 58.6% of respondents considered that the attribute service related to Bima City Hospital was very good.

However, the timeliness of doctors in providing services in the outpatient department was considered poor (60.4%). One of the indicators of service quality in outpatient care is the accuracy of the doctor's arrival according to the time set by the hospital (David, Hariyanti, and Lestari 2014). The quality of hospital services is closely related to the quality of services provided to the community or patients. According to research conducted in Medan that hospital service quality has an impact on hospital brand image (Irawati and Primadha 2010). A better hospital brand image will affect the patient's decision to choose a hospital and the brand image variables that most influence the decision to choose services at the hospital are the physical environment, employees and services provided by the hospital

(Lia, Rahmadani, and Rosmanely 2022). Service quality has a positive impact on brand image (Mai and Cuong 2021). Service quality has a significant relationship with purchase intention (Abbas et al. 2021).

Doctors are part of the human resources owned by the hospital and their existence is indispensable in the service process. Thus, if human resources are rated poorly by the community, the community will have a tendency to seek services that have better human resources than before. Human resources are crucial because they enable companies to provide tangible and intangible experiences to internal and external customers (Kim and Sturman 2012). Internal customers in the organization are the employees themselves so the organization must be able to provide motivation for employees in order to provide better service to external customers. In addition, the behavior of human resources has a major impact on customer perceptions of the brand. Employees will help increase customers in the organization and the *profitability* of the company. Human resource management is a valuable capital for organizations because it becomes a long-term asset for an organization so that management is required to be able to manage its human resources effectively to the highest possible level in accordance with organizational goals (Hampel and Hajduova 2023).

Major branding studies focused on human resources state that customer satisfaction and a focus on sales are not enough to remain competitive in the market. Companies must be able to make the necessary strategies by selecting human resources in accordance with organizational goals in order to

create efficient human resources (Hassanpoor et al. 2022). It can be concluded that human resources have an important role in the success of building a brand. Where all human resource subsystems are used to create and promote corporate brands and cause positive employee interactions with customers and stakeholders so that they can ultimately improve company performance. The better the company's performance, it will improve the quality of service so that it can create a more positive hospital brand image and the better the brand image, the greater the influence on people's choice of the hospital.

According to Keller consumer perception of a brand that is reflected in the brand and stored in the minds of consumers (Keller 2013). Brand Image is a unique blend of functional and emotional characteristics perceived by consumers as added value, experience, and fulfilled promises (Aleksandar and Milovanov 2017). The results showed that brand image has an effect on community purchase intention on outpatient services at the Bima City Hospital. This is in line with research conducted previously by Wang that brand image has an effect on purchase intention, this study reveals that a positive brand image can increase purchase intention (Wang and Tsai 2014). Study literature review conducted by Haitao that brand image affects purchase intention. This study reveals that a good brand image will play a role in influencing purchase intention. Consumer purchase intention will affect sales and profits. In addition, satisfaction with service will have an impact on customer loyalty (Haitao 2022).

## CONCLUSION

A good brand image can increase purchase intentions. Evaluation and coordination between management and service providers are necessary to improve the hospital's brand image. Related activities and service schedules of doctors in the hospital must be well organized so that there is no doctor's absence.

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