

Analysis of the Effect of Brand Image and Equity on the Utilization of Waiters in the Outpatient Installation of Faisal Islamic Hospital and Stella Maris Hospital Makassar City in 2021

^{1st*} Andriyana Abdullah, ^{1st} Syahrir A.Pasinringi, ^{1st} Noer Bahry Noor, ^{1st} M. Alimin Maidin, ^{1st} Indahwaty Sidin, ^{2nd} Suriah
¹Hospital Administration Masters Study Program, Faculty of Public Health, Hasanuddin University, Indonesia, ²Hospital Administration Department, Faculty of Public Health, Hasanuddin University, Indonesia

Abstract - This study aims to analyze the effect of brand image and brand equity on service utilization at Faisal Islam Hospital and Stella Maris Hospital Makassar City. This type of research is a quantitative study using an observational study with a cross sectional study. The sample in this study were general patients in the outpatient installation of Faisal Islamic Hospital and Stella Maris Hospital, Makassar City, totaling 180 respondents. The results of this study indicate that the sigvalue is brand image $0.005 < 0.05$, the sigvalue is brand equity $0.003 < 0.05$, and the service utilization sig value is $0.008 < 0.05$. After further analysis, it is known that there are differences in brand image, brand equity and service utilization between Faisal Islamic Hospital and Stella Maris Hospital Makassar City. It is suggested to the management that both Faisal Islamic Hospital and Stella Maris Hospital Makassar City can manage and evaluate marketing in the hospital to form a strong and positive image.

Keywords: - Service Utilization, Brand Image, Brand Equity.

INTRODUCTION

Along with the times, hospitals are currently faced with an era of global competition in various health sectors. The existence of a hospital is absolutely necessary because everyone who has health problems definitely needs treatment and one of the health service providers is a hospital. With the times, hospitals are also growing, one of which is the development of hospitals in Indonesia which continues to increase over time. Based on data from the Ministry of Health in 2019, the number of hospitals in Indonesia from 2015-2019 increased by 13.52%. In 2015 the number of hospitals was 2,488, increasing to 2,877 in 2019. The number of hospitals in Indonesia until 2019 consisted of 2,344 General Hospitals and 533 Special Hospitals [1]. The number of hospitals is increasing competition in winning customer trust, where the hospital's competitive ability must be able to offer better value than its competitors. This value is obtained from the services offered by medical and non-medical personnel who provide medical and non-medical services and infrastructure [2].

The desire for patient visits to receive services at the hospital is influenced by the experience of satisfaction with the services provided, so if hospital services are low, it will affect the number of hospital visits. The decrease in the number of visits indicates that the utilization of services at the hospital is still lacking. The service quality of health workers, hospital facilities and infrastructure will be able to improve the quality of service on the number of patient visits [3]. Utilization of health services is the result of the process of seeking services by individuals or certain groups. [4] Treatment seeking behavior is the behavior of individuals or groups or residents to perform or seek treatment.

There are several factors that influence the utility of health services, namely by socio-cultural factors, organizational factors, consumer factors, and factors related to providers (health care providers) [5]. There are several factors that influence individuals in utilizing health services including predisposing factors, enabling factors and need factors Kristian [6] [7]. Meanwhile [8] in the marketing concept, the factors that can affect the use of services come from human resources (HR), financial management, facilities, technology, accessibility, quality management, and marketing management. In marketing management there is a brand image and brand equity. One of the factors that influence the patient's trust to take advantage of hospital services can be influenced by the Brand Image and Brand Equity factors. Products that do not have characteristics will be difficult to remember and do not get a place in the hearts of consumers. Consumer purchasing decisions can be influenced by consumer behavior, so to make it easier for consumers to make a purchase decision, marketers can influence consumer behavior with brand strength, namely by strengthening the brand image and brand equity in the hospital. By developing a brand image and brand equity in hospitals, it is important to increase health service visits, because by having a strong brand image and brand equity, health service providers will have advantages, both having an impact on the organization of the service provider itself and on consumers. The higher the value of the brand image, the more it will encourage the reuse of health services [9].

[10] brand image is a perception that lasts a long time, is formed through experience, and is relatively consistent. Dimensions of brand image consist of corporate image, user image, and product image. From the results of research conducted by [9] it is stated that brand image has an effect on service utilization.

In addition to the brand image factor, another factor that can affect the use of services is brand equity. Brand equity is a set of brand assets and liabilities related to a brand, its name and symbol, which add or reduce value [13]. provided by a product or service to a company or customer.

Strong brand equity can be formed through brand awareness, brand association, perceived quality, brand loyalty and brand assets and popular brand assets. The stronger the brand equity of a product, the stronger the consumer's confidence in the decision-making process to take advantage of Health services and competition will increase between brands on the market, but only products that have strong brand equity will remain able to compete, seize, and dominate the market. From the results of research by [15] the results show that Brand Equity has an effect on the utilization of services in hospitals. Faisal Makassar Islamic Hospital is one of the private Islamic foundation hospitals which was established on March 3, 1976 and has been registered since 02/02/2016 with Permit Number 07376/YANKES-2/V/2010 and license date 24/05/ 2010 from the head of the Sulawesi Provincial Health Office with a permanent nature. Stella Maris Hospital is a private Catholic hospital that was built in 1939 and has been established in Makassar City for 82 years serving the community based on the value of sincere love. This sincere love is manifested in the form of concern for the suffering of the underprivileged.

The number of outpatient visits at the Faisal Islamic Hospital in 2017 was 26,309 people, there was a decrease in 2018 to 15,050 people. In 2019 it decreased again by 4,160 people and in 2020 it decreased by 2,250 people. For general patients, the number of visits in 2017 was 2,818 people, in 2018 there were 1,397 people, so there was a decrease. In 2019 it decreased by 1,052 people, and in 2020 it decreased by 349 people. For Stella Maris Hospital, the number of outpatient visits in 2017 was 74,722 people, a decrease in 2018 of 73,726 people. In 2019 it decreased again by 53,227 people and in 2020 it decreased by 30,017 people. In general patients, the number of visits in 2017 was 8,387 people, in 2018 there was a decrease of 7,813 people. In 2019 it decreased by 6,530 people, and in 2020 it decreased by 5,387 people. Based on the visit data, it can be seen that Faisal Islamic Hospital and Stella Maris Hospital in 2020 the number of general patient visits has decreased very drastically this has occurred since the emergence of the COVID-19 pandemic. Furthermore, it can be seen that during the previous 3 years (2017-2019) the number of general patient visits at the Faisal Islam Hospital has decreased, and so has the Stella Maris Hospital. By looking at the data on general patient visits, where general patients have full rights in choosing a hospital, it shows that Stella Maris Hospital is more attractive because it has higher patient visits than the number of patient visits at Faisal Islam Hospital as a hospital that is both privately owned class type B. From this data, the researchers are interested in conducting research on "Analysis of the Effect of Brand Image and Brand Equity on Service Utilization in the Outpatient Installation of Faisal Islamic Hospital and Stella Maris Hospital Makassar City in 2021"

METHODS

1. *Research Location and Design*

This research was conducted at the Islamic Hospital Fiasal and Stella Maris Hospital Makassar City. The type of research carried out is quantitative research using an observational study with a Cross Sectional Study approach.

2. *Population and Sample*

The population of this study were general patients who performed examinations at the outpatient installation of Faisal Islam Hospital, as many as 349 respondents, while the number of respondents at Stella Maris Hospital was 5,387 respondents. While the number of samples at the Faisal Islamic Hospital is 80 respondents and the number of samples at the Stella Maris Hospital is 100 respondents.

3. *Method of collecting data*

The instrument used in data collection is a questionnaire. The independent variables in this study are brand image and brand equity. While the dependent variable is the use of services.

4. *Data analysis*

The data analysis used was univariate, bivariate and multivariate analysis. Univariate analysis was conducted to obtain an overview of the research problem by describing each variable used in the study and the characteristics of the respondents. Univariate analysis consisted of descriptive analysis of respondents' characteristics and descriptive analysis of research variables. Bivariate analysis was conducted to analyze the effect of brand image and brand equity on service utilization at Faisal Islam Hospital and Stella Maris Hospital, Makassar City. The statistical test used is the difference test (Independent T-Test). Multivariate analysis was used to see the comparison of B values for the variable strength test.

RESULTS AND DISCUSSION

1. Univariate Analysis

TABLE 1
Distribution of Comparison of Respondents Based on Characteristics of Respondents at Faisal Islamic Hospital and Stella Maris Hospital Makassar In 2021

Characteristics	Faisal Islamic Hospital		RS Stella Maris		Total	
	N	%	n	%	N	%
Age						
< 25 YEARS	1	11,1	8	88,9	9	100
25-34 YEARS	15	62,5	9	37,5	24	100
35-44 YEARS	24	57,1	18	42,9	42	100
45-54 YEARS	23	47,9	25	52,1	48	100
> 54 YEARS	17	29,8	40	70,2	57	100
Sum	80	44,4	100	55,6	180	100
Gender						
MAN	22	44,9	27	55,1	49	100
WOMAN	58	44,3	73	55,7	131	100
Sum	80	44,4	100	55,6	180	100
Religion						
ISLAMIC	71	51,4	67	48,6	138	100
KRISTEN	9	21,4	33	78,6	42	100
Sum	80	44,4	100	55,6	180	100
Work						
PNS (Civil Servant)	20	51,3	19	48,7	39	100
PRIVATE EMPLOYEES	12	75,0	4	25,0	16	100
NOT WORKING/IRT (House Wife)	18	31,0	40	69,0	58	100
SELF EMPLOYED	30	44,8	37	55,2	67	100
Sum	80	44,4	100	55,6	180	100
Income						
2,500,000-5,000,000	52	43,0	69	57,0	121	100
5,500,000-10,000,000	22	41,5	31	58,5	53	100
> 10,000,000	6	100	0	0	6	100
Sum	80	44,4	100	55,6	180	100
Education						
SMP (Junior School)	6	30,0	14	70,0	20	100
SMA (High School)	29	38,7	46	61,3	75	100
D3 (Diploma)	4	36,4	7	63,6	11	100
S1 (Bachelor)	40	54,8	33	45,2	73	100
S2/S3 (Master/PhD)	1	100	0	0	1	100
Sum	80	44,4	100	55,6	180	100
Poly Type						
OBGYN	10	55,6	8	44,4	18	100
INTERNAL	20	45,5	24	54,5	44	100
HEART	2	14,3	12	85,7	14	100
NERVE	15	53,6	13	46,4	28	100
RADIOLOGISTS	12	40,0	18	60,0	30	100

EYE	6	60,0	4	40,0	10	100
ENT	9	46,4	10	52,6	19	100
SURGERY	6	35,3	11	64,7	17	100
Sum	80	44,4	100	55,6	180	100
Types of Insurance						
COMMON	80	44,4	100	55,6	180	100
Sum	80	44,4	100	55,6	180	100
Home Distance						
< 3.1 miles	37	41,1	53	58,9	90	100
> 5 KM	43	47,8	47	52,2	90	100
Sum	80	44,4	100	55,6	180	100
Number of Visit						
1 TIME	29	55,8	23	44,2	52	100
2 TIMES	3	60,0	2	40,0	5	100
3 TIMES	15	38,5	24	61,5	39	100
4 TIMES	27	48,2	29	51,8	56	100
OFTEN	6	21,4	22	78,6	28	100
Sum	80	44,4	100	55,6	180	100

Source: Primary Data, 2021

Table 1 shows that most of the respondents at Faisal Islamic Hospital are at the age level of 35-44 years, namely 24 respondents or 57.1%, while at Stella Maris Hospital, most of them are dominated by respondents aged > 54 years or 29.8%. In terms of gender, the majority of patients at the Faisal Islamic Hospital and Stella Maris Hospital are female with the percentage of patients at Faisal Islam Hospital being 44.3% and Stella Maris Hospital 73 people or 55.7%. Then in terms of religion, patients at the Faisal Islamic Hospital and Stella Maris Hospital are both dominated by Muslim patients with the percentage of Faisal Islamic Hospital as many as 71 people 51.4% and Stella Maris Hospital as many as 67 people 48.6%. In terms of work, most of the respondents at the Faisal Islam Hospital worked as entrepreneurs, namely as many as 30 people, 44.8%, while the patients at Stella Maris Hospital were mostly respondents who did not work or worked as housewives/IRT as many as 40 people or 69%.

Table 1 can also be seen that in terms of patient income at the Faisal Islamic Hospital and Stella Maris Hospital, most of the respondents who have a monthly income of IDR 2,500,000 - IDR 5,000,000 with the percentage for Faisal Islamic Hospital as many as 52 people or 43% and at Stella Maris as many as 69 people 57%. Then based on the education level of the respondents at the Faisal Islamic Hospital, most of the respondents who had the latest bachelor's education were 40 people or 54.8% and at Stella Maris Hospital, most of the respondents who had the last education of high school were 46 people, 61.3%.

Judging from the type of polyclinic visited by the patient, for the Faisal Islamic Hospital and Stella Maris Hospital, the majority of the poly that was visited were internal polyclinics with the percentage of Faisal Islamic Hospital as many as 20 people 45.5% and Stella Maris Hospital as many as 24 people 54.5%. Judging from the distance from the respondent's house to the hospital, most of the respondents at the Faisal Islamic Hospital were >5 km away, namely 43 people or 47.8% and the Stella Maris Hospital patients, most of the respondents were <5 km away, namely 53 people or 58, 9%. And lastly, when viewed from the number of patient visits, the majority of patients at the Faisal Islamic Hospital only visited 1 time, namely 29 people 55.8% while the patients at Stella Maris Hospital were mostly patients who visited 4 times, namely 29 people or 51.8%.

TABLE 2

Frequency Distribution Of Research Variables Respondents General Patients Faisal Hospital And Stella Maris Hospital Makassar In 2021

Variable	Faisal Islamic Hospital		RS Stella Maris	
	n	%	n	%
Brand Image				
Agree	70	48,3	81	54,0
Disagree	10	28,6	19	63,3
Sum	80	44,4	100	55,6
Brand Equity				
Agree	61	47,7	73	52,1
Disagree	19	36,5	27	67,5
Sum	80	44,4	100	55,6
Utilization of Service				
Agree	64	46,4	67	52,3
Disagree	16	35,6	33	63,5
Sum	80	44,4	100	55,6

Source: Primary Data, 2021

Based on table 2, it is known that the level of brand image, brand equity and service utilization at the Faisal Islamic Hospital and Stella Maris Hospital are included in the agree category with the percentage comparison for the Faisal Islamic Hospital brand image of 48.3%, and Stella Maris Hospital 54.0%. For the brand equity variable, the percentage of Faisal Islamic Hospital is 47.7% and Stella Maris Hospital is 52.1%. And for the service utilization variable, the percentage of Faisal Islamic Hospital is 46.4% and Stella Maris Hospital is 52.3%.

2. *Bivariate Analysis*

a. *Brand Image*

TABLE 3
Results Of Independent T-Test Analysis Of Brand Image Variables Faisal Hospital And Stella Maris Hospital

Hospital	N	Mean Rank	Sum of Rank	Asymp.Sig. (2-Tailed)
Faisal Islamic Hospital	80	85.72	8572.00	0,005
Stella Maris Hospital	100	96.48	7718.00	
Total	180			

Source: Primary Data, 2021

Based on table 3, it can be seen that the mean rank value for Faisal Islamic Hospital is 85.72 and Stella Maris Hospital is 96.48, which means that there are differences in brand image in these two hospitals. This means that the brand image at Stella Hospital is better than Faisal Islamic Hospital.

Based on table 3, it can be seen that the Sig (2-Tailed) value is 0.005 < 0.05, it can be concluded that there is a difference in brand image at Faisal Islam Hospital and Stella Maris Hospital Makassar City.

b. *Brand Equity*

TABLE 4
Results Of Independent T-Test Analysis Of Brand Equity Variables Faisal Hospital And Stella Maris Hospital

Hospital	N	Mean Rank	Sum of Rank	Asymp.Sig. (2-Tailed)
Faisal Islamic Hospital	80	84.85	8484.50	0,003
Stella Maris Hospital	100	97.57	7805.50	
Total	180			

Source: Primary Data, 2021

Based on table 4, it can be seen that the mean rank value for Faisal Islamic Hospital is 84.85 and Stella Maris Hospital is 97.57, which means that there is a difference in brand equity between the two hospitals. This means that the brand equity at Stella Maris Hospital is better than Faisal Islam Hospital

Based on table 4 above, it can be seen that the Sig (2-tailed) value is 0.003 < 0.05, so it can be concluded that there is a difference in brand equity in Faisal Islamic Hospital and Stella Maris Hospital Makassar City.

c. *Service Utilization*

TABLE 5
Results Of Independent T-Test Analysis Of Service Utilization Variables At Faisal Hospital And Stella Maris Hospital

Hospital	N	Mean Rank	Sum of Rank	Asymp.Sig. (2-Tailed)
Faisal Islamic Hospital	80	85.33	8533.00	0,008
Stella Maris Hospital	100	96.96	7757.00	
Total	180			

Source: Primary Data, 2021

Based on table 5, it can be seen that the mean rank value for Faisal Islamic Hospital is 85.33 and Stella Maris Hospital is 96.96, which means that there are differences in the utilization of services at the two hospitals. This means that the utilization of services at the Stella Maris Hospital is better than the Faisal Islamic Hospital

Based on table 5, it can be seen that the value of Sig (2-tailed) is 0.008 <0.05, so it can be concluded that there are differences in the utilization of services at the Faisal Islamic Hospital and Stella Maris Hospital, Makassar City.

- 3. *Multivariate Analysis*
- a. *Brand Image*

TABLE 6
Comparison Of B Values For Testing The Strength Of Brand Image Dimensions/Indicators Which Have The Most Influence On The Utilization Of Services At Faisal Islamic Hospital And Stella Maris Hospital

Dimensions/Indicators	aisal Islamic Hospital		Stella Maris	
	B	Itself	B	Itself
CORPORATE IMAGE	.286	.002	.115	.028
USER IMAGE	.123	.026	.274	.000
PRODUCT IMAGE (Product Image)	.495	.000	.492	.000

Source: Primary Data, 2021

Based on Table 6, it shows that after multivariate analysis, the indicator of the brand image variable at Faisal Islam Hospital with the largest standard value of the Beta coefficient is product image (product image) with a value of 0.495, so that product image (product image) is determined as an indicator of the brand image variable. the most influential on the utilization of services at the Faisal Islamic Hospital. While the indicator of the brand image variable at Stella Maris Hospital with the largest standard value of the Beta coefficient is product image (product image) with a value of 0.492, so that product image (product image) is determined as an indicator of the brand image variable that has the most influence on service utilization at Stella Hospital. Maris Makassar City.

- b. *Brand Equity*

TABLE 7
Comparison Of Value B For Strength Test of Brand Equity Dimensions/Indicators Which Have The Most Influence On The Utilization Of Services At Faisal Islam Hospital And Stella Maris Hospital

Dimensions/Indicators	aisal Islamic Hospital		RS Stella Maris	
	B	Itself	B	Itself
BRAND AWARENESS	.276	.006	.232	.006
BRANDASSOCIATION	.345	.000	.082	.254
PERCEPTION OF QUALITY	.000	.996	.043	.573
BRAND LOYALTY	.110	.170	.295	.000
OTHER BRAND ASSETS	.170	.006	.076	.116

Source: Primary Data, 2021

Based on Table 7 shows that after a multivariate analysis, the indicator of the brand equity variable at Faisal Islam Hospital with the largest standard value of the Beta coefficient is brand association with a value of 0.345, so brand association is determined as an indicator of the brand equity variable. the most influential on the utilization of services at the Faisal Islamic Hospital. While the indicator of the brand equity variable at Stella Maris Hospital with the largest standard value of the Beta coefficient is brand loyalty with a value of 0.295, so brand loyalty is determined as an indicator of the brand equity variable that has the most influence on service utilization at Stella Hospital. Maris Makassar City

Hypothesis 1 (H1) states that there is a difference in brand image between Faisal Islam Hospital and Stella Maris Hospital, Makassar City. Based on the analysis of the results of the bivariate test conducted, it can be seen that the mean rank value for Faisal Islamic Hospital is 85.72 and Stella Maris Hospital is 96.48. This means that the brand image at Stella Maris Hospital is better/higher than Faisal Islam Hospital for the Sig (2-tailed) value at Stella Maris Hospital and Faisal Islam Hospital of 0.005 < 0.05, which means there is a significant difference between brands. image at the Faisal Islamic Hospital and the Stella Maris Hospital in Makassar City.

Based on the results of multiple linear regression analysis for comparison of B values, the most influential brand image indicator in Faisal Islam Hospital and Stella Maris Hospital is product image (product image). This can be seen at the Faisal and Stella Maris Islamic Hospitals, the additions and renovations of buildings, comfortable waiting rooms, cleanliness in each room and the appearance of officers who are always neat. Brand image is a perception that lasts a long time, is formed through experience, and is relatively consistent [10]. Brands have distinctive characteristics, and it is these characteristics that distinguish one product from

another, even though they are similar [11]. In forming a brand image there are three components: Corporate Image, User Image, and Product Image [12].

Research hypothesis 2 (H2) states that there is a difference in brand equity between Faisal Islam Hospital and Stella Maris Hospital, Makassar City. Based on the analysis of the results of the bivariate test carried out, it can be seen that the mean rank value for Faisal Islamic Hospital is 84.85 and Stella Maris Hospital is 97.57. This means that brand equity at Stella Maris Hospital is better/higher than Faisal Islamic Hospital for the Sig (2-tailed) value at Stella Maris Hospital and Faisal Islam Hospital of 0.005 < 0.05, which means there is a significant difference between brands. Equity at Faisal Islamic Hospital and Stella Maris Hospital Makassar City.

Based on the results of multiple linear regression analysis for comparison of B values, the most influential brand equity indicator in Faisal Islamic Hospital is brand association and Stella Maris Hospital is brand loyalty. This is evidenced by the recap of respondents' answers stating that Stella Maris Hospital prefers to use the services there because of good service, and the availability of drugs is always complete. Brand equity is a set of brand assets and liabilities related to a brand, its name and symbol, which add or reduce the value provided by an item or service to a company or customer [13]. Supported by research by [14], brand associations have an effect on service utilization. A strong brand association will give a strong brand image of a brand.

Research hypothesis 3 (H3) states that there is a difference in service utilization between Faisal Islamic Hospital and Stella Maris Hospital Makassar City. Based on the analysis of the results of the bivariate test carried out, it can be seen that the mean rank value for Faisal Islamic Hospital is 84.33 and Stella Maris Hospital is 96.96, which means that there are differences in the utilization of services at the two hospitals. This means that the utilization of services at Stella Maris Hospital is better/higher than Faisal Islam Hospital for the Sig (2-tailed) value at Faisal Islamic Hospital and Stella Maris Hospital of 0.008 < 0.05, which means there is a significant difference between utilization services at the Faisal Islamic Hospital and the Stella Maris Hospital in Makassar City.

Utilization of Health Services is the result of the process of seeking services by individuals or certain groups. [4] Treatment seeking behavior is the behavior of individuals or groups or residents to perform or seek treatment. Service utilization can be increased by empowering brand image which consists of company image, user image and product image, then after empowering brand image service utilization is influenced by brand equity factor which is the strength of a brand that can be assessed by brand awareness, associations brand (brand association), perceived quality (perceived quality), brand loyalty (brand loyalty), other brand assets (other proprietary brand assets)

CONCLUSION

There is a significant effect of Brand Image on service utilization in Outpatient installations at Islam Faisal Hospital and Stella Maris Hospital Makassar. The indicators of the sub-variables of brand image are corporate image, user image and product image.) has an influence on the utilization of services in hospitals. There is a significant effect on Brand Equity on the utilization of services in outpatient installations at Faisal Islam Hospital and Stella Maris Hospital Makassar. The indicators of the sub-variables of brand equity are brand awareness, brand associations, perceived quality, brand loyalty, and other brand assets that have an influence on the utilization of hospital services. Product image is defined as an indicator of the brand image variable that has the most influence on the utilization of services at the Faisal Islamic Hospital and Stella Maris Hospital. Brand association (brand association) is determined as an indicator of the brand equity variable that has the most influence on service utilization at the Faisal Islamic Hospital, Makassar. While the variable brand loyalty (brand loyalty) is the most influential variable on the utilization of services at the Stella Maris Hospital Makassar.

Simultaneously Brand Image and Brand Equity have a significant effect on the utilization of services in hospitals

It is recommended to the management, both Faisal Islam Hospital and Stella Maris Hospital Makassar City to evaluate brand image and brand equity on a regular basis and procure the latest equipment and technology as well as repair and develop service quality that is safe and comfortable, easy access to information, a more efficient waiting time and a safe and spacious parking area for patients to form a strong and positive image

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