

# BRAND AWARENESS INFLUENCES BEHAVIOR TEJA MEMBERS MEMBER CLUB (TMC) ON THE SELECTION OF MEDICAL SERVICES IN HOSPITALS

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**Abstract:** Marketing is an effort of the hospital to get and keep the customers. This study aimed to know the influence of brand (brand image and brand awareness), social factors and personal factors to the behavior of Teja Member Club (TMC) on choosing the health services in Teja Husada Hospital. This research categorized as explanatory research with cross sectional approach. This research involved 62 members of TMC. Questionnaires about brand image, brand awareness, social factors and personal factors as well as the behavior of members of TMC on choosing the health services in Teja Husada Hospital were used. The data analysis used linear regression test with White's Robust Standard Error. The results found all independent variables influence simultaneously to the behavior of members of TMC on choosing the health services in Teja Husada Hospital and brand awareness is the dominant variable. Partial test results indicate that only brand awareness that has an influence on the behavior of respondents on choosing the health services in Teja Husada Hospital.

**Keywords:** brand image, brand awareness, social factors, personal factors, health services

Marketing is very important for an organization, especially the services organization. Marketing is a process that is social and managerial with the aim that customer needs can be met. Marketing can be created through relationships built by the company/organization and its customers (Kotler & Armstrong, 2008). The number of hospitals that many causes a degree of competition between hospitals is also getting tougher. This might be one reason hospitals perform

marketing strategies in an effort to attract customers and retain customers.

RS Teja Husada a Geriatric Specialist Hospital which was established since 2005. In 2011 RS Teja Husada set up an association called Teja Members Club (TMC). TMC is an association/special community elderly people. Members of this community are the ones with more than 45 years of age. Through this community, RS Teja Husada can provide support to the members of the TMC in the form of education and motivation in the field of health. Education and motivation are given with the aim that the elderly people can maintain their health, as well as to build and maintain social relationships with the surrounding environment.

Mollenhorst, et al. (2008) revealed that a social community was created to provide positive effects



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for its members. That is because there are opportunities for meetings for its members, especially those who have the same age. Gleibs, et al. (2011) also found that the increased of socialization can improve social relationships with the others, a positive effect on mood, and can increase cognitive abilities. In addition to providing the benefits of biological and social, TMC also provides other benefits for its members. These benefits are in the form of waivers granted for TMC members who use health care services in hospitals Teja Husada.

Since earliest established 2011 to 2015 (4 years), TMC members who choose to use inpatient hospital services Teja Husada numbered no more than six people. The problems to be the reason for researchers to do research with the title "Brand Awareness Influences Behavior Teja Members Member Club (TMC) on the Selection of Medical Services in Hospitals".

This study aimed to determine the effect of the brand image, brand awareness, social factors and personal factors on the behavior of members of the TMC on the selection of health services in hospitals Teja Husada simultaneously and partially.

## RESEARCH METHOD

This study was an explanatory research with cross sectional approach. Samples are members of the TMC as many as 62 people. The variables in this study consisted of brand image (X1), brand awareness (X2), social factors (X3) personal factors (X4) and TMC members' behavior in the selection of health services in hospitals Teja Husada (Y). The instrument of this study was using the questionnaire sheet prior notice has been tested for validity and reliability. This study was using linear regression analysis with *White's Robust Standard Error*.

## RESULT

Respondents who participated in this study were women as much as 94%, 42% of respondents aged 56-65 years, 45% high school education, 48% worked as IRT, 58% have income > Rp.1.000.000-Rp.3.000.000 and 60% respondents pay for their own health (without insurance). The respondents who participated in this study 77% had ever used health services in hospitals Teja Husada with various types of services (Table 1).

**Table 1. Characteristics of Respondents**

	Characteristics of respondents	Number of Respondents	Percentage
Gender	Male	4	6,0%
	Female	58	94%
Age group (year)	36 – 45	3	5,0%
	46 – 55	20	32%
	56 – 65	26	42%
	? 65	13	21%
Education	Primary school	4	6,0%
	Junior high school	27	44%
	Senior High School	28	45%
	Bachelor's degree	3	5,0%
Work	entrepreneur	17	27%
	Private employees	1	2,0%
	Pension	14	23%
	Housewife	30	48%
Income/month	= Rp. 1.000.000	9	15%
	? Rp. 1.000.000 – Rp. 3.000.000	36	58%
	? Rp. 3.000.000 – Rp. 5.000.000	17	27%
	5.000.000		
Health financing	Common	37	60%
	Insurance	25	40%
Ever used health care services in hospitals Teja Husada	Yes	48	77%
	No	14	23%

**The Results of Simultaneous significance Test (F)**

Simultaneous hypothesis testing was conducted to determine the effect of the brand image, brand awareness, social factors and personal factors to TMC members' behavior in the selection of health services in hospitals Teja Husada. Significance testing simultaneously generates of  $F_{hitung} = 10.798$  with probability 0,000. The results showed that probability  $\hat{A}$  Level of significance ( $\alpha = 5\%$ ). it means all of the independent variables in this study influence the TMC members' behavior in the selection of health services in hospitals Teja Husada. The most dominant variable effect was brand awareness with a coefficient of 0.57. The regression equation estimation of multiple linear regression analysis in this study are:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

$$Y = -6673.98 + 0.413 X_1 + 0.566 X_2 + 0.277 X_3 - 0.046 X_4$$

**The Results of Partial Significance test (t)**

Partial hypothesis testing was conducted to determine the effect of the brand image, brand awareness, social factors and personal factors to TMC members' behavior in the selection of health services in hospitals Teja Husada individually. Partial hypothesis testing showed that variables that have a significant effect partially were brand awareness (X2) with a value of 2.938 with probability 0.0047.

**DISCUSSION**

**Influence of Brand Image, Brand Awareness, Social Factors and Personal Factors to TMC members' behavior in the selection of health services in hospitals Teja Husada simultaneously**

This study proved that the brand image, brand awareness, social factors and personal factors in the framework of research concepts influenced the TMC members' behavior in the selection of health services in hospitals Teja Husada. That means when choosing health care in hospitals Teja Husada, TMC members to consider the brand image Teja Husada Hospital which is the only elderly specialized hospital and have a good quality well-known in the community. It gives

the distinct impression in the minds of the members of the TMC (brand awareness). RS Teja Husada image and brand awareness of the RS Teja Husada that has been embedded in the minds of customers can also be related to social factors of TMC members. For example, when the TMC members were gathered with relatives or neighbors, the members of TMC can discuss the good quality of RS Teja Husada. In addition, the image of Teja Husada hospital as a special hospital for elderly can also affect the personal factors TMC members, especially the age factor. It is caused by the age of the TMC members who have been classified as elderly so that they will choose Teja Husada hospital as a place to meet their health needs.

**Influence of Brand Image, Brand Awareness, Social Factors and Personal Factors to TMC members' behavior in the selection of health services in hospitals Teja Husada Partially**

Brand awareness influenced the TMC members' behavior in the selection of health services in hospitals Teja Husada. The results of this study are consistent with Suciningtyas (2012) who found that brand awareness can influence the consumer's decision to purchase a product. The results of this study also according to Wang, et al. (2011) that a company will benefit if consumers think of company's products/services. But the results of this study rebuts Wang, et al. (2011) which states that brand awareness is an important point that needs to be owned by the company, but the points were not enough to influence the consumer's decision to make a purchase. TMC routine activities performed in every month in the hospital Teja Husada will increase brand awareness TMC members to health care in hospitals Teja Husada. Brand awareness on the health services in hospitals Teja Husada can be used as the main objective of TMC members. Aaker in Widjaja, et al. (2008) illustrated that the brand awareness formed the main purpose of the customer.

Brand image has no influence on the TMC members' behavior in the selection of health services in hospitals Teja Husada. This caused by the condition of the respondents when they are sick. That conditions can make them no longer consider the brand image of a hospital to obtain health care (treatment),

especially the elderly. Naturally, they will directly choose the hospital that is implicit in their minds. In addition, it can also be caused by considerations of costs to be incurred by RS Teja Husada related conditions that are currently not cooperating with the insurance. Riswono (2010) found that the cost of some services could affect the image of that services. Mendrofa (2012) found that the price can moderate brand image on the intention to buy. The results of this study are not consistent with Oktariyani et al (2013) which states that a good brand image of a hospital has a positive relationship with the interests of patients using hospital services. In addition, the results of this study inconsistent with Wu (2011) who found that the brand image of a hospital has an effect on the patient's decision to use the services of the hospital.

Social factors do not affect the TMC members' behavior in the selection of health services in hospitals Teja Husada. The results of this study inconsistent with the theory expressed by Kotler and Armstrong (2008), which says that one of the factors that can influence consumer behavior in making a purchase is the social factor. The result of this study is not consistent with Hutagalung and Aisha (2008) and Bodroastuti Ghoni (2012) who found that social factor is one of the factors that influence the consumer's decision to buy a product. The results of this study indicate that social factors did not affect the TMC members' behavior in the selection of health services in hospitals Teja Husada. However, the average perception of respondents agreed that their decision in the selection of health care a Hospital influenced by advice from friends, colleagues, neighbors or health workers (doctors, nurses, midwives) who once served them. This situation illustrates that even if social factors affect the TMC members in choosing a hospital health services, but it did not apply when they choose health care in hospitals Teja Husada. They chose health services in hospitals Teja Husada because they are members of TMC, without the influence of their social environment. This is evidenced by the perception of the respondents revealed that the average of them agree that when they need health care, they will choose Teja Husada Hospital.

Personal factors did not influence the TMC members' behavior in the selection of health services

in hospitals Teja Husada. It was assumed to be caused by their desire to try the health care in hospitals Teja Husada, so do not consider personal factors (age, occupation, and income). The results of this study were consistent with Samuel, et al. (2009) who found that personal factors did not influence the consumer decision to purchase a product. The results of this study inconsistent with the theory expressed by Kotler and Armstrong (2008), which says that one of the factors that can influence consumer behavior in the purchase is a personal factor. This result inconsistent with Hutagalung and Aisha (2008) and Bodroastuti Ghoni (2012) who found that personal factor is one of the factors that influence the consumer's decision to buy a product.

Brand image, brand awareness, social factors, and personal factors influence the TMC members' behavior in the selection of health services in hospitals Teja Husada. The independent variable of this research is partially affected the TMC members' behavior in the selection of health services in hospitals Teja Husada that was a brand awareness.

## CONCLUSION AND SUGGESTION

### Conclusion

Brand image, brand awareness, social factors, and personal factors together contributed to the TMC members' behavior in the selection of health services in hospitals Teja Husada and Brand awareness contributed partially to the TMC members' behavior in the selection of health services in hospitals Teja Husada.

### Suggestion

Brand awareness TMC members to health care in hospitals Teja Husada can be maintained and improved through the re-activation of the TMC members who are inactive. This has been done by direct contact and invites members to become active again in TMC routine activities. The results showed that the brand image, social factors, and personal factors did not influence the TMC members' behavior in the selection of health services in hospitals Teja Husada. Another variable which is supposed to influence but not examined in this study is the marketing mix. Therefore, the researchers then

expected to add the variable of the marketing mix as one of the factors which are thought to affect the decision to choose health care in hospitals.

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