BEHAVIOUR INTENTION PULMONARY SPECIALIST PATIENTS BASED ON ANALYSIS TYPES OF BRAND ASSOCIATION

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Abstrak

Mutu pelayanan merupakan fokus rumah sakit dalam menghadapi globalisasi serta persaingan. Kunjungan adalah salah satu indikator mutu pelayanan rawat jalan. Types of brand association merupakan dimensi brand image yang digunakan menilai mutu produk. Penilaian types of brand association yang baik akan mempengaruhi Behaviour intention konsumen untuk pemanfaatan ulang pelayanan rumah sakit. Kunjungan poli spesialis paru di Rumah Sakit Islam Sakinah Mojokerto mengalami penuruan sebesar 16%. Penelitian ini untuk menganalisis pengaruh types of brand association terhadap Behaviour intention.Ini merupakan penelitian deskriptif-analitik dengan desain cross-sectional study. Sampel penelitian berjumlah 72 sampel, dengan teknik simple random sampling. Data dianalisis menggunakan uji regresi linier berganda. Hasil penelitian menunjukkan sebagian besar berjenis kelamin perempuan, berada pada kategori usia > 46 tahun, dengan tingkat pendidikan menengah. Types of brand association meliputi attribute product, attribute nonproduct, dan benefit sudah baik. Behaviour intention pasien sudah baik. Attribute product dan attribute nonproduct berpengaruh terhadap Behaviour intention. Benefit tidak berpengaruh terhadap Behaviour intention. Types of brand association yang baik menjadi salah satu cara rumah sakit untuk meningkatkan Behaviour intention dalam memanfaatkan pelayanan rumah sakit agar kunjungan pasien meningkat. Secara keseluruhan types of brand association memiliki pengaruh signifikan terhadap Behaviour intention.

Kata kunci: *types of brand association, behaviour intention*

Abstract

Service quality is the focus of hospitals in the face of globalization and competition. Visits are one indicator of the quality of outpatient services. Good types of brand associations can affect consumer Behaviour intention towards hospital services. Patient visits to the pulmonary specialist clinic at the Sakinah Mojokerto Islamic Hospital have decreased by 16%. This study aimed to analyze the effect of types of brand association on Behaviour intention. This research is descriptive-analytic research with a cross-sectional study design. The research sample amounted to 72 samples, with a simple random sampling technique. The research data were analyzed with multiple linear regression tests. The results showed that the respondents were mostly female, in the age category >46 years, with a secondary education level. Types of brand association include attribute product, attribute nonproduct, and benefit are good. The patient's Behaviour intention is good. Attribute products and attribute nonproducts influence Behaviour intention. Benefits do not influence Behaviour intention. Types of good brand association are one way for hospitals to increase Behaviour intention in reusing hospital services to increase patient visits. Overall Types of brand association have a significant influence on Behaviour intention.

Keywords: *types of brand association, behaviour intention*

1. INTRODUCTION

Currently, the development of the number of hospitals in Indonesia is increasing, both general hospitals and specialized hospitals. Increase in the number of hospitals in 2023 by 2.8% compared to the previous year. The large number of hospitals causes high competition to win customer trust and loyalty. Hospitals compete to offer quality services and ease of service for patients (Abdullah *et al.*, 2024).

This increase in the number of hospitals has positive impact on the community. The community is increasingly easy to choose a hospital to meet their health needs, so hospitals need to be vigilant if the number of visits

drops, this is because the community is increasingly demanding quality hospital services. Quality service means providing services according to the needs and desires of patients to increase patient trust. Factors that influence patient confidence to take advantage of services at the hospital can be influenced by Brand Image factors which include Types of brand association, favorability of brand association, strength of brand association, uniqueness of brand association (Aristiyanto, 2018).

Sakinah Mojokerto Islamic Hospital is one of the institutions engaged in health services formally owned by Nahdlatul Ulama Mojokerto Branch which was established on April 12, 1990. As a hospital with a vision to become a professional Islamic hospital, the

pride of patients and families, Sakinah Mojokerto Islamic Hospital is required to provide quality services according to hospital service standards. The era of globalization is not only an opportunity but also a threat to hospitals if the quality provided is not by hospital service standards (Puryanti et al., 2023).

Based on visit data at Sakinah Mojokerto Islamic Hospital for the last 3 (three) years, it is known that the trend of specialist clinic visits at Sakinah Mojokerto Islamic Hospital has increased except for the pulmonary specialist clinic, which has decreased by 16%. The measurement of the service performance of a hospital can be known through several indicators.

Table 1. Outpatient Performance of Specialist Clinics at Sakinah Mojokerto Islamic Hospital

No.	Specialist	Trend (%)	Interpretation
1.	Pediatric	72,9	Up
2.	General Surgery	39,4	Up
3.	Internal	37,9	Up
4.	Eye	30,0	Up
5.	Orthopedic	47,9	Up
6.	Obgyn	11,5	Up
7.	THT	48,7	Up
8.	Urologic	66,4	Up
9.	Pulmonary	-16,0	Down
10.	Neuro surgeon	34,7	Up
11.	Skin	47,6	Up

One of the indicators of the performance of outpatient services is the number of patient visits. The increasing trend of patient visits can be used as an indicator of the performance of outpatient services. The increase in trend is said to be good if the average growth has exceeded 10% (Ernawaty *et al.*, 2020). The decline in visits to the pulmonary specialist clinic, which is quite high, should be a concern for the Sakinah Mojokerto Islamic Hospital to immediately improve. The hospital needs to survey to find out the cause of the decline in visits.

The brand has a special meaning for consumers that will affect consumers' desire to use services again or move to another place (Ernawaty *et al.*, 2020). Types of brand association is one of the dimensions of brand image, which is a long-term goal of the hospital that must be achieved to improve service quality. Types of brand association is a

dimension that assesses quality of a product based on the associations formed in the minds of consumers after obtaining a product or service. Service quality influences consumers' desire to reuse hospital services, which has an impact on increasing patient visits at the hospital. (P. Puryanti, 2021).

Behaviour intention refers to the consumer's desire to use or discard a good or service, and to remain loyal to it (Kotler and Keller, 2016). Research conducted by (Widyapraba, Susanti and Herdiyanti, 2016) that the attitude of consumers who have the intention to use a product or service continuously is strongly influenced by the quality of the services provided by the hospital. Behaviour intention includes repurchase intentions and loyalty as well as positive word-of-mouth about services to others. Meanwhile, according to (Kusumaningru, 2019) the brand formed in the minds of patients influences the

patient's attitude to return to using outpatient health services for pulmonary specialists.

Previous research conducted by (Aristiyanto, 2018) related to brand image states that all dimensions of brand image which include the types of brand association, strength of brand association, favorability of brand association, and uniqueness of brand association greatly affect patient loyalty to return to using hospital services. Research conducted by (Aristiyanto, 2018) only generally identifies each dimension. This research does not identify in detail the elements in each dimension, including types of brand association. While the research conducted by (Ernawaty *et al.*, 2020) related to brand equity states that brand image influences the utilization of health services. This research is almost the same as the research conducted by (Aristiyanto, 2018) where the research only examines the overall dimensions of each brand association.

The study investigates patient characteristics, brand associations (product, attribute nonproduct, benefits), and behavior intention in Pulmonary Specialist Clinic patients at Sakinah Mojokerto Islamic Hospital, focusing on the impact of these associations on their behavior.

2. RESEARCH METHOD

This research was descriptive-analytic research with a cross-sectional research design, the research variables are measured only once at a certain time. This study was conducted at Sakinah Mojokerto Islamic Hospital from September to December 2023. The population was the average number of patients of the Pulmonary Specialist Poly every month at the Sakinah Mojokerto Islamic Hospital, which was 449 patients per month. The number of samples was taken from 72 respondents. The sampling technique used simple random sampling. The inclusion criteria for respondents in this study were patients who had received pulmonary specialist poly services, patients who had visited the pulmonary specialist poly at least 2 visits, and those willing to become respondents and be interviewed. Exclusion criteria are patients who have not received pulmonary specialist poly services, patients who visit the pulmonary specialist poly less than 2 visits, and patients who were unwilling to be respondents.

The variables of this study included respondent characteristics, types of brand association including attribute product, attribute nonproduct, benefits, and Behaviour intention. The research data collection technique used a questionnaire with Likert's summated rating method on the types of brand association and Behaviour intention questions. The types of brand association questionnaires were adopted from the questionnaires (Paramaiswari, 2014) and (Puryanti, 2021) which consisted of 11 question items.

The behaviour intention questionnaire was prepared based on the theory from (Kotler and Keller, 2016) which states that several indicators can be used to measure Behaviour intention. This indicator is used by researchers to compile a Behaviour intention questionnaire. Validity and reliability tests were carried out on 25 respondents. The questionnaire is considered valid if r count is greater than r table, namely 0.396. The questionnaire is considered reliable if Cronbach's alpha value > 0.60.

The data analysis technique used multiple linear regression tests to determine the effect of types of brand association including attribute product, attribute nonproduct, and benefits on Behaviour intention. Types of brand association included attribute product, attribute nonproduct, and benefits as independent variables and Behaviour intention as the dependent variable. The assessment uses the criteria if the mean value> 3.00 means good and the mean value ≤ 3.00 means not good. This research passed the ethical test at the STIKES Yayasan RS Dr. Soetomo with the ethical permit number KEPK/YRSDS/005/X/2023 on October 20, 2023.

3. RESULT AND DISCUSSION

The results of the study are described in tabular form consisting of a table of respondent characteristics, a table of types of brand association including attribute product, attribute non-product, and benefits, a table of Behaviour intention, and a table of analysis of the effect of the types of brand association table including attribute product, attribute non-product, and benefits on Behaviour intention.

The characteristics of respondents studied at the Pulmonary Specialist Clinic Sakinah Mojokerto Islamic Hospital include age, gender, and education of respondents which can be seen in the following table 4.

Table 4. Characteristics of Respondents Based on Age, Gender, and Education

No.	Characteristics	n	%
1.	**Age**		
	< 25 years	4	5,56
	25 - 35 Years	7	9,72
	36 - 45 Years	26	36,11
	> 46 Years	35	48,61
2.	**Gender**		
	Man	31	43,06
	Woman	41	56,94
3.	**Education**		
	Primary School	15	20,83
	Junior High School	32	44,44
	Senior High School	20	27,78
	College	5	6,94

Based on table 4, it is known that the majority of respondents are in the age category > 46 years, namely 48.61% and most of them are female 56.94%. The education of the respondents was mostly junior high school graduates (44.44%) and high school graduates (27.78% So the average respondent has a secondary education level category.

Types of brand association are one of the dimensions that measure service quality. The types of brand association consist of attribute product, attribute nonproduct, and benefits. The quality of the attribute product studied was the services of doctors, nurses, and waiting times for services at the Pulmonary Specialist Clinic Sakinah Islamic Hospital Mojokerto. The quality of attribute nonproducts includes facilities, tariffs, and payment procedures in the hospital. In addition to studying quality, types of brand associations also study the benefits that patients get from the services provided by the hospital. The assessment of the types of brand association includes attribute product, attribute nonproduct, and benefits at the Pulmonary Specialist Clinic Sakinah Mojokerto Hospital, which can be seen in Table 5.

Table 5. Identification of Types of Brand Association Includes Attribute Product, Attribute Nonproduct, and Benefit at Pulmonary Specialist Clinic Sakinah Mojokerto Islamic Hospital

No	Types of brand association	Mean	Interpretation
1	**Attribute product**		
	Doctor service	3,42	Well
	Doctor empathy in service	3,38	Well
	Nurse service	3,33	Well
	Length of service waiting time	2,82	Not Well
	Average mean	3,23	Well
2	**Attribute nonproduct**		
	Room facilities	3,14	Well
	Park facilities	3,17	Well
	Affordable rates	3,17	Well
	Ease of payment procedures	3,29	Well
	Average mean	3,19	Well
3	**Benefit**		
	Recovery guarantee	3,35	Well
	Safety guarantee	3,33	Well
	Conformity of benefits with costs incurred	3,28	Well
	Average mean	3,32	Well
	Average mean types of brand association	**3,25**	**Well**

Based on table 5, it is known that the types of brand association, which include attribute products, attribute nonproducts, and benefits at the Pulmonary Specialist Clinic of Sakinah Mojokerto Hospital are overall good with a mean value of 3,25. Although overall the types of brand association are good, attribute product there is still one indicator that is considered not good, namely the length of waiting time for services at the Pulmonary Specialist Clinic of Sakinah Mojokerto Hospital with a mean value of 2,82.

Brand association is everything related to memory that connects consumers with brands including the use of comparisons of attribute products, benefits, and symbols. Types of brand association consist of attribute product, attribute non-product, and benefits. Types of brand association are the core of the quality of the product or service produced by the company (Kotler and Keller, 2016). The assessment of the attribute product studied includes the services of doctors and nurses in providing services to patients, as well as the accuracy of waiting time for doctor services at the Pulmonary Specialist Clinic of Sakinah Mojokerto Islamic Hospital. Attribute products that are assessed can describe the quality of service provided by the hospital. There are two important things in assessing the quality of hospital services, the first is the conformity between expectations and reality and the second is the guarantee of healing, safety, and avoiding mistakes while getting health services at the hospital (Puryanti, 2021).

The results of research on the Pulmonary Specialist Clinic of Sakinah Mojokerto Islamic Hospital showed that attribute products which include doctor services, doctor empathy while serving patients, and nurse services are good with a mean value of >3,00. The services provided by doctors have exceeded patient expectations. The empathy provided by doctors and the attitude of nurses during service delivery can be a consideration for patients to return to utilize existing services at the Pulmonary Specialist Clinic of Sakinah Mojokerto Islamic Hospital. One indicator of attribute product that is rated less well is the waiting time for doctor services at the Pulmonary Specialist Clinic of the Sakinah Mojokert Islamic Hospital with a mean value of 2,82. Waiting is something that cannot be avoided in almost all health services. The long waiting time experienced by patients is the cause of patient dissatisfaction in the hospital. Hospitals must immediately provide solutions related to the long waiting time for doctor services. This is the same as research conducted by (Paramaiswari, 2014) that the indicator of Types of brand association that is not good is the long waiting time for service. The long waiting time for doctor services at the hospital is one of the factors that cause patients to have the desire not to return. Patients will choose other hospitals that provide fast service (Paramaiswari, 2014).

Assessment of attribute nonproduct which includes facilities provided by Sakinah Mojokerto Islamic Hospital in the clinic room, waiting room, parking, service rates, and ease of payment procedures. Overall, the assessment of attribute nonproduct at the Pulmonary Specialist Clinic of Sakinah Mojokerto Islamic Hospital is good with a mean value of 3,19. Patients assess the facilities in the clinic room by patient expectations. The waiting room for services at the hospital is still one with other clinics, but the hospital has provided enough waiting chairs, comfortable and equipped with coolers that provide a sense of comfort while waiting in line. Sakinah Mojokerto Islamic Hospital has made it easy to pay for services. Several payment methods can be chosen by patients such as cash, debit, transfer, and qris. With affordable hospital service rates and ease of payment procedures, it is hoped that it can provide satisfaction for patients while undergoing examination so that they have the desire to return to the Sakinah Mojokerto Islamic Hospital. Affordable hospital service rates and the ease of payment procedures provided by the hospital can influence patient Behaviour intention to re-utilize existing services at the hospital. Behaviour intention utilization is not only the same clinic but utilization for other services in the hospital (Farantika, Witcahyo and Utami, 2019).

The assessment of benefits which includes guarantees of recovery, safety, and suitability of benefits to the costs incurred is overall good with a mean value of 3,32. The initial goal of a patient using health services is to get benefits in the form of healing and safety. The suitability between the benefits of healing, safety, and the costs incurred by the patient will create beneficial relationships

and interactions between patients and hospitals in the long term. This is in line with research conducted by (Apriyanti and Damayanti, 2015) that good relationships established due to the benefits of healing and safety can be a consideration

for patients to behave positively through the intention of re-utilization of health services.

Behaviour intention studied at the Pulmonary Specialist Clinic of Sakinah Mojokerto Hospital is related to the respondent's desire to reuse and recommend services at the Pulmonary Specialist Clinic of Sakinah Mojokerto Hospital to others. The description of the Behaviour intention of respondents at the Pulmonary Specialist Clinic of Sakinah Mojokerto Hospital can be seen in table 6.

Table 6. Identification of Behaviour Intention at Pulmonary Specialist Clinic Sakinah Mojokerto Islamic Hospital

No	Behaviour Intention	Mean	Interpretation
1	Desire to reuse pulmonary clinic	3,42	Well
2	Desire to use other clinic services in the hospital	3,38	Well
3	Desire to recommend to others	3,33	Well
4	Will not change hospitals	2,82	Not Well
	Average mean	3,23	Well

Based on table 6, shows that Behaviour intention in the Pulmonary Specialist Clinic of Sakinah Mojokerto Hospital is overall good with a mean of 3,13. Although overall Behaviour intention is good, there are still indicators that are not good with a mean value of 2,82, namely indicators related to the willingness to move to other hospitals that are better than Sakinah Mojokerto Islamic Hospital

The study at Sakinah Mojokerto Islamic Hospital's Pulmonary Specialist Clinic reveals that overall Behaviour intention is good, with four indicators assessed: the desire to reuse a pulmonary specialist clinic, the desire to use another clinic, the desire to recommend pulmonary services, and the desire not to move to another better hospital. However, the patient's willingness to move to another better hospital is considered less good.

An indication of the patient's intention to move to a better service must be immediately anticipated by the Sakinah Mojokerto Islamic Hospital by improving service quality even better and improving service waiting times as suggested by respondents. This is by research conducted by (Puryanti and Muhadi, 2020) and (Górska-Warsewicz, 2022) that the quality of hospital services can influence respondents in their attitudes to reuse or not hospital services. The difference in the quality of service provided by each hospital is a consideration for patients in choosing a hospital or other healthcare facility.

Analysis of the effect of Types of brand association which includes attribute product, attribute nonproduct, and benefits on Behaviour intention in the Pulmonary Specialist Clinic of Sakinah Mojokerto Islamic Hospital in this study using multiple linear regression analysis, which can be seen in table 7.

Table 7. Analysis of the effect of Types of brand association including attribute product, attribute nonproduct, and benefit on Behaviour intention

No	Types of brand association	Sig	Beta	Interpretation
1	Attribute Product	0,000	0,388	significant influence
2	Attribute Nonproduct	0,000	0,407	significant influence
3	Benefit	0,183	-	not significant influence
4	Type of brand association	0,000	0,702	significant influence

Based on table 7 on the results of multiple linear regression tests, it is known that the variable types of brand association

which include attribute product and attribute nonproduct of the Pulmonary Specialist Clinic of Sakinah Mojokerto Islamic Hospital

have a significant influence on Behaviour intention. Meanwhile, the benefits of the Pulmonary Specialist Clinic of the Sakinah Mojokerto Islamic Hospital do not have a significant influence on Behaviour intention.

Analysis of the influence between types of brand association including attribute product, attribute nonproduct, and benefits on the Behaviour intention of patients of the Pulmonary Specialist Clinic of Sakinah Mojokerto Islamic Hospital using multiple linear regression tests. Based on the results of multiple linear regression tests, show that attribute product and attribute nonproduct have a significant influence on the Behaviour intention of patients of the Pulmonary Specialist Clinic of the Sakinah Mojokerto Islamic Hospital with a significant value of 0,000, while benefits do not have a significant influence on the Behaviour intention of patients of the Pulmonary Specialist Clinic of the Sakinah Mojokerto Islamic Hospital with a significant value of 0,183. Overall, the types of brand associations have a significant influence on the Behaviour intention of patients of the Pulmonary Specialist Clinic of the Sakinah Mojokerto Islamic Hospital. This is following research conducted by (Górska-Warsewicz, 2022) that the quality of service provided by the hospital can form a brand in the patient's mind. This triggers the patient to have the intention of returning to use existing services.

The existence of a significant influence between types of brand association has a significant influence on the Behaviour intention of patients of the Pulmonary Specialist Clinic of the Islamic Hospital Sakinah Mojokerto can be used as a hospital consideration to improve service quality. This is an opportunity for the Sakinah Mojokerto Islamic Hospital to increase hospital competition. Improving service quality through types of hospital brand association can increase patient Behaviour intention which will have an impact on increasing the number of patient visits at the Pulmonary Specialist Clinic of Sakinah Mojokerto Islamic Hospital (Angela and Adisasmito, 2019).

Hospitals must consider the effects of globalization and hospital competition, as well as the opinions of researchers based on completed research, types of brand association, and behavior intention. Product attributes, nonproduct attributes, and benefits

are examples of brand association types. Sakinah Mojokerto Islamic Hospital's Pulmonary Specialist Clinic is a good example of this type of association because it adds value and should be highlighted to the public.

To improve public trust and behavior intention in the pulmonary specialist clinic of Sakinah Mojokerto Islamic Hospital, the clinic must regularly evaluate various forms of brand association, including benefits, nonproduct attributes, and product attributes. The study's findings are consistent with the theory and validate earlier research showing that positive brand associations can boost patients' intentions to behave.

4. CONCLUSION AND SUGGESTION

The majority of responders are women with an age category of > 46 and a junior high school education, according to research done at Sakinah Mojokerto Islamic Hospital's Pulmonary Specialist Clinic. This types of brand association consists of attribute product, attribute nonproduct, and benefits of patients of the Pulmonary Specialist Clinic of Sakinah Mojokerto Islamic Hospital as a whole good. There is one indicator of non-attribute product that is considered unfavorable, namely related to the length of time waiting for doctor services. The Behaviour intention of patients of the Pulmonary Specialist Clinic of the Sakinah Mojokerto Islamic Hospital is overall good. Attribute product and attribute nonproduct have a significant influence on Behaviour intention while benefits do not have a significant influence on Behaviour intention. On the whole, the types of brand associations have a significant influence on Behaviour intention.

Further research is needed to understand the factors causing long waiting times for doctor services at the Pulmonary Specialist Clinic of Sakinah Mojokerto Islamic Hospital and to understand the impact of brand associations on the hospital's image as an Islamic institution.

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