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Brand Image and Social Media in Determining Patient Decisions: The Role of Trust Intervention

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Abstract. This research is based on a decrease in the number of new and old patients in outpatient installation services in 2022. The purpose of this study was to empirically reveal the effect of brand image, social media promotion on patients' decisions to seek treatment, with trust as an intervening variable. This research is included in the quantitative research with a cross sectional study approach, the population used is patients who use health services in outpatient installations, the sampling technique uses probability sampling, the sample calculation is by calculating the number of indicators X 5, that the sample size is 225 respondents with accidental sampling technique. The analytical method used is the three box analysis method and SEM with the help of the Amos program. The results of the analysis conclude that brand image has no effect on decisions, social media promotion and trust have an effect on patient decisions. Brand image and social media promotion affect patient trust and with patient trust, brand image and social media promotion are higher in influencing patient decisions to seek treatment.

Keywords: Brand image, social media promotion, trust, purchase decision, patient

INTRODUCTION

Purchasing decision is something that requires a precise strategy for profit-based organizations to influence their customers (Hanaysha, 2018), because the purchase decision is the behavior of a customer who chooses a brand based on alternative evaluations and determines which one he likes best (Kotler et al., 2019), Some of the considerations that determine purchasing decisions are how they view the company's image, promotions carried out and the trust that customers have in the quality of a service (Chen et al., 2022), and the aspects that determine customer purchasing decisions are the choice of product, brand, dealer, purchase amount, purchase time and payment method (Syaekhoni et al., 2017).

An effective marketing mix by displaying product advantages to be communicated to patients, will determine the reputation of the hospital in the minds of patients, thereby determining their decision to seek treatment (Jayuli et al., 2022). One of the things that can affect purchasing decisions is how the brand image is perceived by customers (Mitchell & Balabanis, 2021), because brand image is a brand reputation that is perceived by customers in their minds (Aaker, 2015), Brand image is a product differentiator from one another (Bougenville & Ruswanti, 2017), Brand image is formed by information obtained or experience in consuming a product in the past, so that it becomes a determinant of attitudes to make purchases (Chan et al. 2018), and several aspects that form the brand image in the minds of customers are experience, functional and symbolic (Buil et al., 2016).

A promotional effort is carried out by the company to introduce its products widely, so that they can be recognized by customers (Greenland et al., 2023), because ⁶ promotion is a form of marketing communication carried out to inform the superiority of a product to customers (Kotler et al., 2019), some interesting content is combined so that customers are interested in the products promoted in various media (Rosin et al., 2023), and in today's modern digitalization era, ³¹ social media plays an important role as a more effective promotional medium in promoting products and services (Jamil et al., 2022), as well as several aspects that must be considered in promoting products on social media, ²⁹ namely entertainment, interaction, trendiness, customization and word of mouth (Oh et al., 2023).

The most important thing that determines customer interest in buying a product is trust (Sousa-Duarte et al., 2020), because customer trust is a form of attitude that is expressed by the customer so that he wants to keep using the brand (Wirtz & Lovelock, 2016), Customer trust is born when customers feel the value and benefits of the products they consume can meet or even exceed their expectations (Daroch et al., 2021), by creating customer trust, whatever brand reputation and promotions packaged by marketers, will not prevent customers from continuing to make choices about one brand (Wang et al., 2022), and customer trust in a service is formed from the reliability, openness, competence and care of the service delivery person in addressing the customer (Barnea et al., 2022).

The hospital is a service-based organization that seeks to provide excellent service to patients (Darzi et al., 2023), Patient safety is a form of quality service that must be delivered by health workers as human resources owned by hospitals (Kaud et al., 2021), because the ability of health workers to deliver services that focus on patient safety can form patient trust and influence patient interest in using the hospital's services when they need health services (Badr et al., 2020).

The patient's decision in making his choice to seek treatment at the hospital is a problem faced by X Hospital in Tangerang. Based on data obtained from the internal hospital, it is known that in 2022 there will be a decrease in new patient visits at outpatient installations every month, where a significant decrease occurred in February compared to January with a decrease in outpatient visits of 1,093, whereas of the total number of patients during 2022 there were 13,130 patients, the lowest visit occurred in May, with only 794 patients. Whereas for old patients who had visited the hospital more than once, the decline only occurred in February compared to January, namely 1,451, and in the following months until the end of the year, it continued to increase.

² Based on these data, it can be seen that there is a problem in the patient's decision to choose a hospital as a health service provider for himself, and several factors that can determine the patient's decision to choose a hospital are the image of the hospital in the patient's mind (Górska-Warsewicz, 2022), Social media as a source of information sometimes significantly determines individual purchasing decisions for a health service (Chen & Wang, 2021), and the most important factor is the creation of patient trust which can determine the direction of individual attitudes to choose a hospital as a health service provider (Tur-Sinai et al., 2021). In exploring the problems faced by X Hospital in terms of decreasing the number of new patients in outpatient installations, a preliminary survey was conducted of 7 new patients and 7 old patients in outpatient installations in January 2023. In the first session a survey was conducted of old patients who had visited the hospital more than once, to find out the quality of services delivered by health workers in outpatient installations, 5 patients complained about services in the registration department, they stated that the services in the registration department seemed unfriendly in serving, regardless of smiles and greetings, and some stated that when services are carried out by doctors, doctors seem busy with their mobile phones, even though they are treating patients.

From the statements put forward by the 5 patients, it can be seen that there are problems with the way health workers behave in delivering services so that a bad image is instilled in their minds which will impact their beliefs and attitudes in making choices about the hospital in the future, because if the unprofessional attitude is carried out by health workers, then a bad perception will be embedded in the patient's mind (Lin & Yin, 2022), reputation is the basis for patient evaluation to express his opinion about the image of a brand in forming trust (Shafiq et al., 2017), the experience of receiving a service will shape the patient's perception in determining the reputation of the hospital (Upadhyai et al., 2022), it is very important that a positive image is built in order to foster patient trust in the quality of a service (Dash et al., 2019), and the reputation of a quality service determines the attitude of patients to visit a hospital (Han et al., 2021).

The second session conducted interviews with 7 new patients to explore their opinions about the social media used by the hospital as a means of promotion, and whether this social media was one of the reasons for choosing the hospital as their choice, the 7 patients argued that they did not know anything about the social media used by the hospital for promotion, they chose the hospital because it was closer to where they lived, and they believed they lacked confidence in promotions carried out by any company, so that it did not become the basis for determining their trust and decision to choose a hospital when they needed health services.

²¹ Based on this information, it can be seen that there is an ineffectiveness of social media used by the hospital to build patient trust so that it influences the decision to choose the hospital as their choice, and social media should be used as an effective means of marketing communication in the digitalization era (Ventola, 2014), Delivery of promotions via social media will positively intervene in the patient's trust and interest in making their choices, if they contain interesting content that contains previous user testimonials (Farsi, 2021), promotions carried out on social media will be more effective in stimulating patient trust and decisions if the material contains service excellence accompanied by previous user testimonials (Dwivedi et al., 2021), and social media are the most effective means of conducting marketing communications in the digitalization era in building patient trust and patient decisions in determining their choice of hospital services (Chaudhri et al., 2021).

Based on the first session of interviews with old patients, there appears to be a problem of trust, where patients experience disappointment with the services delivered by health workers, so they are most likely not to make a repeat visit to the hospital. The importance of a trust is formed by service delivery because basically the benefits can only be felt (Tur-Sinai et al., 2021), Quality health services will form a positive perception in the minds of patients so that trust can be built and influence the patient's attitude to make a choice in a health service (Pokhilenko et al., 2021), and the patient's trust is the basis for determining his attitude in choosing a hospital to meet his expectations for professional health services (Cave, 2020).

¹ Based on the description above, it can be seen that there are many previous studies that are relevant to this research, but none have completely combined brand image, the effectiveness of promotion on social media and patient trust in determining their decision to seek treatment at one hospital, ⁴ so this research is a novelty that combines variables - these variables in one study. Based on the problem of decreasing patient visits in outpatient installations in 2022 and the opinions expressed by patients, ⁸ this study aims to empirically reveal the effect of brand image and social media promotion on patient decisions with trust as an intervening variable.

Framework

According to the results concluded by previous studies and the research objectives that have been set, several research hypotheses are formulated as initial assumptions that must be revealed through the analysis results:

¹² **H₁**: Brand image influences the patient's decision to seek treatment at the outpatient installation of hospital X.

H₂: Promotion of social media influences the patient's decision to seek treatment at the outpatient installation of hospital X.

H₃: Trust influences the patient's decision to seek treatment at the outpatient installation of hospital X.

H₄: Brand image has an effect on patient trust to seek treatment at the outpatient installation of X hospital.

H₅: Promotion of social media has an effect on patient trust to seek treatment at the outpatient installation of hospital X.

In accordance with the hypothesis that has been formulated, the following describes the conceptual framework as a research paradigm that connects the relationship between research variables:

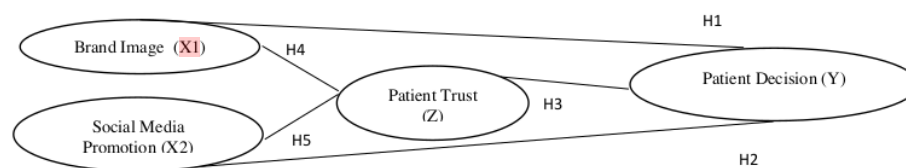


Figure 1. Research Constellation

METHOD

Participants and Data Collection Techniques

The research was conducted at a private hospital in Tangerang which is type C with service objects in outpatient installations, this unit was used as the object of research because there is a problem of decreasing patient visits in 2022, both old patients and new patients. This research is a quantitative study with a cross-sectional study design, so that the population involved in this study were patients in the outpatient installation at X Hospital in Tangerang. The sampling technique uses probability sampling to determine the number of samples based on opinion Hair et al. (2016) by means of the number of indicators X 5, so that a calculation of $45 \times 5 = 225$ is found, then a minimum sample size of 225 respondents is determined with the sampling technique using accidental sampling, where patients found during the survey are used as respondents if they wish to fill out a questionnaire. Because this research used a statistical quantitative approach, a survey method was used by distributing self-developed research questionnaires based on the adopted measurement dimensions. Giving a score using a Likert scale points 1 - 4.

Instrument

The study consisted of two independent variables, namely brand image and social media promotion, one dependent variable, namely patient decision, and one intervening variable, namely trust. The measurement was adopted from the aspects put forward by previous research as follows: brand image measurement was adopted from Buil et al. (2016), consists of experiential, functional and symbolic aspects consisting of 9 indicators. Aspects of social media promotion adopted from Oh et al. (2023) with aspects of entertainment, interaction, trendiness, customization and word of mouth which consists of 11 indicators. Aspects of trust adopted from Barnea et al. (2022) with the aspects of reliability, openness, competence and concern consisting of 14 indicators. The decision aspect of the patient is adopted from Syaekhoni et al. (2017) with aspects of product choice, brand, dealer, purchase amount, purchase time and payment method consisting of 10 indicators. The pretest was carried out on 30 respondents outside the research sample using the product moment correlation technique and the reliability test using the Cronbach's alpha technique. The validity test concluded that the indicators for all variables showed r count > 0.361 , so that the brand image instrument used 9 indicators, social media promotion 11 indicators, trust 14 indicators, and patient decisions 10 indicators. The reliability test uses the Cronbach's alpha technique, and shows that all instruments have a reliability value of > 0.70 .

Data Analysis Technique

Descriptive statistical analysis refers to Ferdinand (2014) using the three box analysis method to produce a scale range of 56.25 – 112.5: Low, 112.6 – 168.75: Medium and 168.6 – 225: High. Structural equation modeling is used as an analysis tool with the help of the Amos program which consists of a classic assumption test using a data normality test and a multicollinearity test. Structural model fit test refers to Chi Square, probability, df, GFI, AGFI, TLI, CFI RMSEA and RMR. Test the hypothesis with an error rate of 5% so that the ttable value is set at 1.96, if the tcount $>$ ttable then the hypothesis is accepted (Hair et al., 2016).

RESULTS AND DISCUSSION

Respondent Profile

Based on 225 patients who were used as the research sample, the respondents based on gender, the most respondents who took part in the survey were female (63.1%), the respondents based on marital status, the most respondents who took part in the survey were married (68.4%), the respondents based on age, the most who participated in the survey were the age

range > 30-40 years (35.6%), the respondents based on recent education, the most respondents who participated in the survey were those with Bachelor's degree (34.2%), the respondents based on visit intensity, the most respondents who attended the survey were those who had visited the hospital 2 times (31.1%), respondents based on social media ownership, most respondents who took part in the survey owned social media (81.3%).

1 Description of Research Instruments

Table 1. Research Instrument Analysis Matrix

Variable	Category			Score
	L	M	H	
Brand image		*		166.47
Social media promotion		*		163.59
Trust		*		156.86
Patient decision		*		155.49

4 Source: Processed primary data, 2023

Based on the table above, it is known that (1) the brand image variable is at a moderate level, which means that the patient shows a behavior that is quite confident about the quality of service in the outpatient installation, thus encouraging him to choose hospital X to get health services in the outpatient installation. (2) The social media promotion variable is at a moderate level, which means that the patient shows quite interested behavior in the promotion carried out by hospital X through social media, thus encouraging him to choose hospital X to get health services in outpatient installations. (3) The trust variable is at a moderate level, which means that the patient shows sufficient trust in the quality of services at hospital X, thus encouraging him to choose hospital X to get health services at an outpatient installation. (4) The patient's decision variable is at a moderate level, which means that the patient's behavior shows sufficient confidence to choose hospital X in obtaining health services in outpatient installations.

16 Classic assumption test

Based on the results of the analysis through the data normality test, all indicators of the research variables have a critical ratio value below ± 2.58 . so it can be concluded that the data from the indicators are normally distributed and feasible to use. The results of the multicollinearity test conclude that the value of the covariance matrix is 0.002, which means

that there is no correlation between the independent variables or all the variables in the model, thus indicating that there is no multicollinearity problem.

Structural Model Fit Test

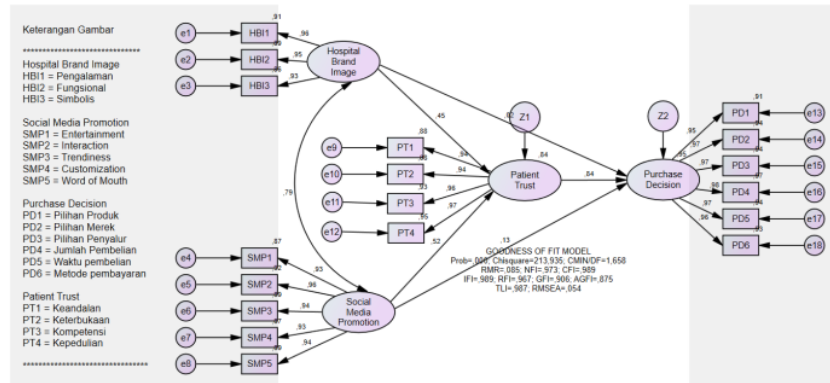


Figure 2. Structural Equation Model

Source: Amos output, 2023

Based on the picture above, it is known that the Chi Square, probability, df, GFI, AGFI, TLI, CFI RMSEA and RMR values correspond to the standard structural model fit, so that the research model can be said to be Good Fit to measure the relationship between latent variables and observed variables.

Hypothesis testing

Table 2. Coefficient of Determination

	Estimate
KP	,654
KPB	,731

Source: Processed by Amos, 2023

Based on the table above, it can be concluded that brand image and social media promotion contribute 65.4% in creating patient trust, and brand image, social media promotion and trust contribute 73.1% in creating patient decisions.

Table 3. Summary of Hypothesis Testing

Variable Relations	C.R.	Path Coefficient	Conclusion
X1 → Y	0,431	0,018	H1 Rejected
X2 → Y	3,081	0,131	H2 Accepted
Z → Y	14,784	0,841	H3 Accepted
X1 → Z	8,330	0,450	H4 Accepted
X2 → Z	9,620	0,517	H5 Accepted

Source: Processed by Researchers, 2023

24
On the effect of brand image on patient decisions, it is known that the comparison of CR values is $0.431 < 1.96$ and the path coefficient is 0.018 , so it is concluded that brand image has no effect on patient decisions, and is included in the H1 rejection category. Regarding the influence of social media promotion on patient decisions, it is known that the comparison of the CR value is $3.081 > 1.96$ and the path coefficient is positive at 0.131 , so it is concluded that social media promotion has a positive and significant effect on patient decisions, and is included in the H2 acceptance category. On the effect of trust on patient decisions, it is known that the comparison of CR values is $14.784 > 1.96$ and a coefficient of 0.841 which means that trust has a positive and significant effect on patient decisions, and is included in the H3 acceptance category.

On the effect of brand image on patient trust, it is known that the comparison of CR values is $8.330 > 1.96$ and the path coefficient is 0.450 , so it is concluded that brand image has a positive and significant effect on patient trust, and is included in the H4 acceptance category. On the effect of social media promotion on patient trust, it is known that the comparison of the CR value is $9.620 > 1.96$ and the path coefficient is 0.517 , so it is concluded that social media promotion has a positive and significant effect on patient trust, and is included in the acceptance category H5.

The Effect of Brand Image, Social Media Promotion and Trust on Patient Decisions

The brand image perceived by the patient towards hospital X does not determine the patient's attitude towards choosing hospital X as a means of providing health services in outpatient installations. customer (Mitchell & Balabanis, 2021).

This is because patients consider that the functional outpatient installations in all hospitals are the same as providing treatment services for outpatients, so they do not determine the brand image in their minds, the experience of receiving a service should shape the patient's perception in determining the reputation of the hospital (Upadhyai et al., 2022), and this is not

the basis for patients to determine their decision to seek treatment at the outpatient installation of hospital X because of the patient's view of symbolic aspects such as the name of the hospital, lack of sound of achievements or success in treating patients in certain cases, so they cannot perceive the image of the hospital well, and do not become the basis for determining their decision to seek treatment, reputation should be the basis for evaluating patients to express their opinions about the image of a brand (Shafiq et al., 2017), it is very important that a positive image is built in order to foster patient trust in the quality of a service (Dash et al., 2019), and the reputation of a quality service determines the attitude of patients to visit a hospital (Han et al., 2021).

Promotion carried out by the hospital is seen by patients as a determinant of their decision to seek treatment at the outpatient installation at hospital X, this situation is in line with research which concludes that social media is the most effective suggestion for conducting marketing communications in the digitalization era in building patient trust and patient decisions determine their choice of hospital services (Chaudhri et al., 2021). From the results of the analysis obtained, word of mouth is the most dominant thing that patients pay attention to, thus showing that patients assess the content posted on social media to be interesting, especially about testimonials from patients who have experience receiving outpatient treatment services at the hospital, so they judge that the hospital is able to meet their expectations, and becomes the basis for their decision to choose the hospital when they need treatment services at outpatient installations, and this is in line with research which concludes that the aspect that must be considered in promoting products on social media is word of mouth (Oh et al., 2023), Delivery of promotions via social media will positively interact with patients' beliefs and interests in making their choices, if they contain interesting content that includes previous user testimonials (Farsi, 2021), promotions carried out on social media will be more effective in stimulating patient trust and decisions if the material contains service excellence accompanied by previous user testimonials (Dwivedi et al., 2021).

Trust is the basic determinant of patient decisions to take treatment at hospital X, and it is seen that trust dominates the determinants of patient decisions to seek treatment, this situation is in line with research which concludes that the most important thing that determines customer interest in buying a product is trust (Sousa-Duarte et al., 2020). The patient's decision to seek treatment at hospital X is dominated by their belief in the competence of health workers, where they feel that health workers are able to serve them and avoid all forms of unqualified service in order to avoid patient safety incidents, and this is in line with research which concludes competence is an aspect that determines purchasing decisions (Barnea et al., 2022),

Quality health services will form a positive perception in the minds of patients so that trust can be built and influence the patient's attitude to make a choice in a health service (Pokhilenko et al., 2021). Patients think that the competence of health workers will affect the quality of the services they will get, they will override the openness aspect of health workers, both regarding costs or other matters, but with qualified competence will certainly make patients judge that services are carried out correctly in accordance with SOPs that apply and are in accordance with the patient's health conditions, so as to prevent them from patient safety incidents.

The trust that the patient has in making the perceived image of the hospital and promotion through social media carried out by the hospital has a greater influence in determining the patient's decision to seek treatment at the hospital, although basically the intervention given the trust in the brand image is not significant in influencing the patient's decision to seek treatment, but with the patient's trust in the credibility of the hospital, making the perceived brand image can have a higher level of influence on the patient's decision level to seek treatment at the hospital, this situation is in line with research which concludes that with the creation of customer trust, no matter what the brand reputation and promotions packaged by marketers, no will prevent customers from continuing to determine their choice of one brand (Wang et al., 2022). The trust felt by patients is more dominated by their perception of the competence of the health workers involved in treatment services in outpatient installations, thus strengthening their perception of the image of the hospital and creating the effectiveness of promotions carried out by the hospital through social media in choosing a hospital to get services. treatment in an outpatient setting. The resulting intervention dominates the effectiveness of promotion on social media on the patient's decision to seek treatment, because social media contains testimonies of the hospital's success in providing health services to patients, and the trust that is owned is more dominated by the competency aspects of health workers, so that this strengthens the patient's decision. to seek treatment at the hospital, and this situation strengthens research which concludes that the delivery of promotions through social media will positively intervene in the patient's trust and interest in making his choice, if it contains interesting content that contains previous user testimonials (Farsi, 2021).

8

The Effect of Brand Image and Social Media Promotion on Trust

The brand image perceived by patients is the basis for determining their trust in the credibility of hospitals and health workers who serve their treatment in outpatient installations, which of course shows alignment with research which concludes that quality health services

will form positive perceptions in the minds of patients so that trust can be built (Pokhilenko et al., 2021). This happens because patients consider experience to be the main reason that makes them determine the reputation of the hospital so that they believe that outpatient treatment services at hospital X have credibility, and this situation is in line with research which concludes that experience shapes patient perceptions to determine brand reputation which leads to the patient's level of trust in the credibility of the hospital (Chan et al. 2018).

Promotion carried out by the hospital on social media determines the patient's trust in the credibility of the hospital, this situation is in line with research which concludes that promotion carried out on social media will be more effective in stimulating trust (Dwivedi et al., 2021), and social media are the most effective means of conducting marketing communications in the digitalization era in building patient trust (Chaudhri et al., 2021). Patients consider that the promotions carried out by the hospital contain testimonials from other people's experiences in receiving treatment services at outpatient installations, and patients feel that this success is a form of hospital guarantee to avoid patient safety incidents occurring in outpatient services, so they trust credibility. the hospital as a professional health service provider and maintains patient safety well, where the patient's perception is in line with research which concludes that promotions carried out on social media will be more effective in stimulating patient trust and decisions if the material contains service excellence accompanied by testimonials previous user (Dwivedi et al., 2021).

CONCLUSION

Brand image, social media promotion and trust determine the patient's decision to seek treatment at hospital X, although basically the brand image perceived by the patient cannot be a determinant of patient trust, and only social media promotion can determine patient trust. Patient trust determines the strength of brand image and social media promotion carried out by the hospital, is more effective in determining patient decisions to seek treatment at the outpatient installation of hospital X. The most important thing that must be done in building a brand image is to provide a positive experience for patients, so that it becomes a source of positive information to build patient trust and decisions to choose a hospital, as well as promotion on social media will be more effective in building patient trust and decisions to seek treatment, if it contains content that contains testimonials from previous patients, because it is a source of information for patients to assess the success of the hospital in providing health services, and the most important thing is to build patient trust through competence of health workers by presenting safe services to prevent patient safety incidents from occurring, so that

patients feel confident in making their decision to choose outpatient treatment at the hospital. This study has limitations in that no analysis of patient satisfaction was carried out, and for further research it is possible to include these variables so that the reputation of the quality of hospital services is clearly illustrated in determining patient decisions for treatment.

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