

What Is The Role Of Brand Image And Perceived Value On The Purchase Decision Of Outpatient Visitors At Restu Ibu Hospital Balikpapan City?

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ABSTRACT

Background: Patients' decisions to utilize hospital services are influenced by brand image (BI) and perceived value (PV), where it is still debated whether brand image directly influences decisions or through the formation of perceived value first.

Objective: To analyze the role of brand image and customer perceived value on purchase decision of outpatient services at Restu Ibu Hospital Balikpapan.

Method: Quantitative research using *path* analysis, because there are exogenous independent and endogenous dependent variables with mediation or intermediary models (*intervening* variables), where the presence of variable Y as an intermediate variable will change the effect of variable X on variable Z.

Results: The effect of *brand image* to *purchase decision* is positive 0.125, meaning that the better the *brand image*, the better the *purchase decision*, the effect of *perceived value* to *purchase decision* is positive 0.114, meaning that the better the *perceived value*, the better the *purchase decision*, the effect of *brand image* of Restu Ibu Hospital Balikpapan on *perceived* of consumers is positive 0.202, meaning that the better the *brand image*, the better the *perceived value*, while the indirect effect of *brand image* (X1) on *purchase decision* (X3) is the result of the path coefficient (P31) and (P23) obtained C value. $R > 1.96$ (2.777) and p value 0.000 (0.001). (0.036), which means there is an indirect effect of *brand image* to *purchase decision* through *perceived value* at Restu Ibu Hospital Balikpapan.

Conclusion: Brand image and perceived value affect purchase decision of outpatient services at Restu Ibu Hospital Balikpapan, with indirect effect of brand image through perceived value. Managerial implications include improving brand image through facility improvement, service reliability, and patient experience, while future research can explore other mediators such as patient satisfaction, loyalty, and trust.

Keywords: brand image, perceived value, purchased decision

INTRODUCTION

Hospitals that have a good *brand image* in the eyes of customers, their products and services are relatively more acceptable. The higher the *brand image* value, the more it will encourage the re-use of health services (1,2). *Brand image* has a positive and significant effect on patient decisions. These results are in line with the results of research by Pradhini, et. al (2023) which shows that company image has a positive and significant effect on

purchasing decisions (3). Consumers tend to choose products that not only have good quality, but also those that have *perceived value* and come from a recognized brand or have a strong *brand image* (4). Perceived value influences healthcare purchasing decisions. Perceived value is something that is very important in understanding consumer behavior, because the existence of consumer perceptions of value affects purchasing decisions (4,5).

General patient visits to the Restu Ibu Hospital outpatient unit have decreased in a period of 3 years, namely in 2021 - 2023. Outpatient *utilization* that has not been optimal by the community has resulted in *utilization* in the outpatient unit not in accordance with management expectations which has an impact on the number of patient visits to the hospital decreasing (6). General objective: to analyze the effect of *brand image and customer perceived value* on *purchase decision* of outpatient service at Restu Ibu Hospital Balikpapan. Specific objectives to analyze the direct effect of *brand image* on *purchase decision* of outpatient service at RS Restu Ibu Balikpapan, to analyze the direct effect of *perceived value* on *purchase decision* of outpatient service at RS Restu Ibu Balikpapan, to analyze the direct effect of *brand image* of RS Restu Ibu Balikpapan on consumer perceived value, to analyze the indirect effect of *brand image* through *perceived value* on *purchase decision* at RS Restu Ibu Balikpapan.

PARTICIPATION AND METHODS

The population in this study is all patient visits in the outpatient unit at Restu Ibu Hospital Balikpapan which is 1,260 people. The number of samples using slovin formula in this research is 304 people. The research was conducted in October-November 2024 at Restu Ibu Hospital Balikpapan City. This research was conducted directly on humans and has obtained a research permit from the Ethics Committee with letter number Number: 2957/UN4.14.1/TP.01.02/2024 dated October 08, 2024. Analysis using *path analysis*. The path model used is a mediation or intermediary model (*intervening variable*), where the presence of variable Y as an intermediate variable will change the effect of variable X on variable Z.

FINDINGS

Univariate Analysis

Based on the data, it is known that the characteristics of respondents based on financing status are general (100.0%). Based on the status of visiting the most are patients (81.6%). Based on the most visits, the most visits were $\geq 2x$ (60.9%). Characteristics of respondents based on gender are mostly female (62.8%). Based on the place of residence most respondents are Balikpapan (81.9%). Based on the distance from home to hospital, most of them are <5 KM (56.6%). Characteristics of respondents based on occupation most are private employees (36.2%). Based on the latest education, most respondents are D3 (39.8%). Based on the most income is $\geq$ Rp 7.5 million-12.5 million / month (43.8%). While the frequency distribution of research variables can be seen in the research results as follows:

Table 1. Distribution of Respondents Based on Brand Image, Perceived Value, and Purchase Decision Variables at Restu Ibu Hospital Balikpapan City

Brand Image	n	%
Good	182	59,9
Less Good	122	40,1
Total	304	100
Perceived Value	n	%
Good	218	71,7
Less Good	86	28,3
Total	304	100
Purchase Decision	n	%
Yes	209	68,8
No	95	31,3
Total	304	100

Based on table 1. shows that out of 304 respondents in Restu Ibu Hospital Balikpapan City there are 59.9% as many as 182 respondents with *brand image* which is in good category and 40.1% i.e. 122 respondents with *brand image* which is in bad category, there are 71.7% as many as 218 respondents with *perceived value* which is in good category and 28.3% i.e. 86 respondents with *perceived value* which is in bad category, and there are 68.8% as many as 209 respondents with *purchase decision* which is in good category and 31.3% i.e. 95 respondents with *purchase decision* which is in bad category.

Bivariate Analysis

Table 2. Brand Image on Purchase Decision at Restu Ibu Hospital Balikpapan

	Purchase Decision					Total	p value
	Yes		No				
	n	%	n	%			
Good	135	74,2	47	25,8	182	100,0	0,031
Less Good	74	60,7	48	39,3	122	100,0	
Total	209	68,8	95	31,3	304	100,0	

Statistical test result obtained p value = 0.031, because p value $< \alpha = 0.031 < 0.05$ then H_0 is rejected, this means that there is a statistically significant relationship between *brand image* variable and *purchase decision* at Restu Ibu Hospital Balikpapan. The hospital has good medical facilities even though the brand image is not good enough. Consumers feel that the functionality and quality of the product are in accordance with their expectations, strategic location, competitive price, recommendation from doctors so that they still decide to use the hospital services.

Table 3. Brand Image on Perceived Decision at Restu Ibu Hospital Balikpapan

Brand Image	Perceived Decision				Total		p value
	Good		Less Good				
	n	%	n	%	n	%	
Good	147	79,9	37	20,1	184	100,0	0,000
Less Good	73	60,8	47	39,2	120	100,0	
Total	220	72,4	84	27,6	304	100,0	

Statistical test result obtained p value = 0.000, because p value $< \alpha = 0.000 < 0.05$ then H_0 is rejected, this means that there is a statistically significant relationship between *brand image* variable and *perceived decision* at Restu Ibu Hospital Balikpapan. Although the brand image of the hospital is not good, many patients judge the value of the hospital based on their personal experience. If patients feel they get good medical care and satisfactory results, they will consider the value they receive from the hospital as good and high.

Table 4. Perceived Value on Purchase Decision at Restu Ibu Hospital Balikpapan

Perceived Value	Purchase Decision				Total		p value
	Yes		No				
	n	%	n	%	n	%	
Good	159	72,9	59	27,1	218	100,0	0,015
Less Good	50	58,1	36	41,9	86	100,0	
Total	209	68,8	95	31,3	304	100,0	

Statistical test results obtained p value = 0.015, because the p value $< \alpha = 0.015 < 0.05$ then H_0 is rejected, this means that there is a statistically significant relationship between *perceived value* variable and *purchase decision* at Restu Ibu Hospital Balikpapan. **Good perceived value** significantly increases the purchase decision of patients. Patients who perceive poor value are more likely not to purchase the service than those who perceive good value.

Multivariate Analysis

Path analysis assumes that each independent variable has a unique contribution in explaining the dependent variable. However, when there is high multicollinearity among the independent variables, this assumption is compromised as we cannot separate the unique effects of the variables. Therefore, it is important to conduct a multicollinearity test before using *path analysis* to ensure that there is no very high correlation between the independent variables.

Table 5. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Brand Image	.965	1.036
Perceived Value	.965	1.036

a. Dependent Variable: Purchased Decision

Based on the *output coefficients collinearity statistics* table, it is known that the tolerance value for the *brand image* and *perceived value* variables is 0.965 which is greater than 0.10. Meanwhile, the VIF value for the *brand*

image and *perceived value* variables is $1.045 < 10.00$, so referring to the basis for decision making in the multicollinearity test, it can be concluded that there is no multicollinearity problem.

Table 6. Hypothesis Testing Results

No.	Variables	Path Coefficient	P value	C.R.	Description
1	<i>Brand Image</i> (X1) → <i>Purchase Decision</i> (X2) = (P21)	0,125	0,038	3,722	Positive and Significant
2	<i>Perceived Value</i> (X3) → <i>Purchase Decision</i> (X2) = (P23)	0,114	0,036	3,635	Positive and Significant
3	<i>Brand Image</i> (X1) → <i>Perceived Value</i> (X3) = (P31)	0,202	0,001	3,786	Positive and Significant
4	<i>Perceived Value</i> (X3) → <i>Brand Image</i> (X1) = (P13)	0,171	0,001	3,539	Positive and Significant
5	The indirect effect of <i>Brand Image</i> (X1) on <i>Purchase Decision</i> (X2) is the result of the path coefficient (P21) and (P23)	0,027	0,000	2,777	Positive and Significant

Based on table 6, the path coefficient of *brand image* to *purchase decision* is positive at 0.125, meaning that the better the *brand image*, the better the *purchase decision*. The *brand image* of Restu Ibu Hospital Balikpapan influences consumers' decision to use the services at the hospital. The path coefficient of *perceived value* to *purchase decision* is positive 0.114, meaning that the better the *perceived value*, the better the *purchase decision*. This indicates that consumers' perceived values (such as service quality, benefits, and comparable price) have an impact on their decision to choose the hospital's services. The path coefficient of *brand image* of Restu Ibu Hospital Balikpapan on consumer *perceived value* is positive at 0.202, meaning that the better the *brand image*, the better the *perceived value*. The path coefficient of *perceived value* of consumers to *brand image* of Restu Ibu Hospital Balikpapan is positive value of 0.171, meaning that the better the *perceived value*, the better the *brand image*. Meanwhile, the indirect effect of *brand image* (X1) to *purchased decision* (X2) is the result of path coefficient (P21) and (P23) 0.027, which means there is an indirect effect of *brand image* to *purchased decision* at Restu Ibu Hospital Balikpapan. A good brand image can increase the patients' perceived value towards the hospital, which can then influence their decision to choose a hospital.

DISCUSSION

Brand image is the perception and attitude that customers have towards a particular brand. *Brand image* refers to consumer perceptions of a brand formed from experiences, associations, and brand communication itself (7). Therefore, *brand image* can be said to be the result of a person's perception and understanding of a product *brand* that is thought, seen, or imagined. *Brand image* includes the perceptions and emotions that customers associate with a *brand* when they hear or see it, as well as the knowledge they gain about the *brand* (8). *Brand image* plays an important role in shaping *brand* reputation. If a *brand* is considered to have risks, such as bad reviews from many users, then consumers' associations or impressions of the *brand* become worse and this will affect the purchase decision of the *brand*. In other words, *brand image* affects purchasing decisions. A strong *brand image* can create a high level of trust in consumers. If consumers have a positive image of a brand, they are more likely to buy products or services from that brand. This trust arises because consumers believe that the brand offers consistent quality and matches their expectations (9). A memorable *brand image* will help consumers make purchasing decisions. By strengthening the *brand image*, it is necessary to increase *brand* awareness in the minds of consumers about the *brand* issued by the company (10). The result shows that there is an influence of *brand image* on *purchase decision* of outpatient service of Restu Ibu Hospital Balikpapan ($p=0.031$). The research result of Chairunnisa et al (2022) shows that there is an influence between *brand image* on patient's decision (11).

Customer perceived value is the difference in customer assessment of what is felt and the costs incurred to obtain the product (12). The high level of consumer freedom in making product purchasing decisions is based on customer *perceived value*, namely customer assessment by comparing the benefits to be received and the sacrifices incurred to obtain a product / service (13). Each consumer's perception of the quality of a product will vary. Perceptions that arise can be positive or negative. Understanding perception and related processes is very important for marketers in an effort to shape the right perception. The formation of the right perception in patients causes them to have the right impression and give the right assessment. Based on this perception, patients are interested and willing to use certain health services (14). Husen et. all (2022) state that perceived quality has a positive and significant effect on patient decision making for treatment (15). With the perception of the quality of good service products in the minds of consumers, it will increase consumer perceptions of using these services. If patients feel that the services provided are comparable or greater than the costs incurred, they will be more likely to choose that hospital for continued services, return to use services in the future, and recommend to others.

Therefore, hospitals need to pay attention to the factors that make up *perceived value* to ensure positive purchasing decisions from patients (15). The result shows that there is an influence of *perceived value* of Restu Ibu Balikpapan Hospital on consumer *purchase decision* ($p=0.015$).

Building a good *brand image* in the community is the goal of every company. *Brand image* is a perception formed by customers about a brand based on brand attributes, benefits, values, and emotional relationships associated with the brand (12). The result of the study shows that there is an influence of *brand image* of Restu Ibu Hospital Balikpapan on *perceived value* of consumers ($p=0.000$). This is in line with the research results of Andrian and Fadillah (2021) which show that there is an influence of *brand image* on *perceived value* (16). According to Keller, image or *brand image* is a series of perceptions about a brand and reflects the overall impression of a person from the brand (12). *Perceived value* is a customer assessment by comparing the benefits to be received and the sacrifices made to obtain a product / service. *Perceived value* refers to consumers' perceptions of the value they receive from a given service, which is often based on a comparison between the benefits obtained and the costs incurred. *Brand image*, on the other hand, is the image or impression formed in the minds of consumers towards the hospital based on the experience, information, and communication received (13).

Brand is a mainstay to bind and attract the attention of prospective service users. One important aspect related to *brand* is *brand image*. *Brand image* is a belief, idea, or impression that is drawn in the minds of consumers related to the *brand* that serves to improve the patient's experience when buying services at a particular hospital (17). The result shows that there is an influence of *perceived value* of consumers on *brand image* of Restu Ibu Hospital Balikpapan ($p=0.000$). This is in line with the results of research by Harmen, et. al (2020) showing that perceived value has a positive effect on the brand image of Ropanasuri Surgical Specialty Hospital (18). Untari *et. al.* (2021) explain that *brand image* is an individual's knowledge and attitude towards a product or service that conveys the impression and message that a person perceives on a brand and influences the intention to take action on the brand. Brand is an important factor when someone decides to buy certain goods or services. The perceptions and beliefs held by consumers, which are reflected in the associations advertised by the brand, are known as brand imagination. The concept of brand image applies to organizations and physical products. *Perceived value* greatly influences a hospital's brand image. When patients feel they are getting greater value than the costs incurred, the hospital's brand image will be more positive, increasing satisfaction and loyalty (19).

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