

Analysis Of The Influence Of Brand Equity And Social Media On Revisit Decision With Intention To Revisit As A Mediation Variable In Yarsi Teeth And Mouth Hospital

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Abstract:

This research aims to provide a deeper analysis of the complex relationship between brand equity, social media, interest in revisiting, and the decision to revisit in the context of hospital services. Quantitative techniques are used in this study together with cross-sectional data gathering. Everybody in the population is a patient. This study uses non-probability sampling to acquire data. The study's sample comprised one hundred participants. A questionnaire was utilized to collect data. The SEM-PLS analytical method will be used to process the data. The study's findings support the notion that social media and brand equity positively and significantly impact both the desire to return and the decision to do so. It should be highlighted, nonetheless, that the desire to return does not necessarily affect the choice to return. In addition, although interest in returning to visit does not mediate the relationship between brand equity and the decision to visit again, this interest does mediate the relationship between social media and the decision to visit again. This shows that the influence of social media can make it easier for consumers to obtain information, thereby increasing their chances of returning to the hospital for treatment. To increase interest in repeat visits, it is necessary to organize intensively so that the hospital service brand becomes stronger in the eyes of consumers.

Keywords: brand equity, social media, decision to visit again, interest in returning.

Introduction

Dental and oral health are important parts of overall health. Apart from providing physical benefits such as the ability to chew well, healthy teeth also have a positive impact on a person's mental and social health. However, there are still several problems that need to be considered in public dental and oral health. One of the main problems is the high rate of damaged, cavities, or diseased teeth, which can cause pain and disruption in eating and daily activities. Apart from that, the lack of public dental and oral health counseling is also a problem, because proper education can help people understand the importance of dental and oral care (Ahmad & Widyastuti, 2021). Not only that, but the

tendency of people not to seek medical treatment and instead to treat themselves also needs attention. Self-medication is often ineffective and can worsen dental and oral health conditions. Even though the majority of people in DKI Jakarta are diligent about brushing their teeth every day, there is still the problem of inappropriate brushing times. To overcome this problem, it is important to continue to increase public awareness of the importance of dental and oral health through appropriate education (Tannady et al., 2022). In addition, efforts need to be made to increase public access to quality dental and oral health services. In this way, it is hoped that it can reduce the number of morbidities caused by dental and oral problems and improve the quality of life of society as a whole (Pamungkas & Pramesti, 2021).

One important goal for private hospitals is to increase public confidence in visiting hospitals for consultation and treatment. However, increasingly fierce competition in the healthcare industry can cause stagnation or a decline in the number of patient visits. To anticipate this downward trend, hospital management needs to implement improvement strategies. One important strategy is to strengthen affinity and build a better brand identity with consumers. In this case, the concept of brand equity becomes relevant (Alwan & Alshurideh, 2022). The additional value attached to a brand, including as perceived quality, brand awareness, brand connotations, and customer loyalty, is known as brand equity. Analysis of the influence of brand equity on patient visits is very important to understand the extent to which a hospital's brand identity can influence people's decisions in choosing a health service provider. By understanding and managing brand equity well, hospitals can increase public trust and attract more patients. Efforts to strengthen the brand can be made through appropriate marketing strategies, improving service quality, and effective communication with the public. In this way, hospitals can remain competitive and overcome challenges in an increasingly complex health care industry (Gunawan et al., 2020).

In facing increasingly fierce competition in dental and oral care services, dentist clinics and dental and oral hospitals need to increase their competitiveness and attractiveness to consumers. One strategy that can be implemented is optimizing the use of social media. Optimizing the role of social media can help increase closeness with consumers and strengthen brand equity (Arief & Setianingrum, 2023). By using social media, clinics and hospitals can interact directly with the public, promote services, and disseminate relevant information. Effective and creative campaigns on social media can help build engagement with people, forge closer relationships, and strengthen brand image. By using social media optimally, dental clinics and dental and oral hospitals can expand their reach, increase brand awareness, and change consumer perceptions about their services. This can help increase consumer satisfaction and ultimately increase patient visits to the hospital. Thus, the use of social media can be an effective strategy for increasing competitiveness and attractiveness for consumers in the dental and oral health services industry (Arief & Kartikasari, 2021).

In addition to understanding the relationship between brand equity and patient visitation decisions, it is also important to explore the mediating variables that influence this relationship. One of the relevant mediating variables is interest in repeat visits. The intention to revisit reflects the public's desire or interest in returning to use the health services provided by the hospital. In this context, repeat visit interest can act as a link between brand equity and patient visit decisions (Dwintri & Sudarwanto, 2022). This means that the stronger the brand equity of a hospital, the higher the public's interest in using the hospital's services again. Conversely, if brand equity is weak, interest in repeat visits also tends to be low. By understanding the role of revisit intention as a mediating variable, hospitals can focus more on strengthening their brand equity to increase patient satisfaction and encourage them to return to use the health services provided. Thus, increasing interest in repeat visits can be an indicator of success in building brand equity and increasing patient visiting decisions (Karman, 2015).

Literature Review

A brand is an intangible asset that provides added value to a company. A brand includes various elements such as likes, databases, and patents, which together form brand equity (Zia et al., 2018). Brand equity reflects the relationship between consumers and brands, which can influence consumer purchasing intentions. Therefore, managing a brand well is very important for companies because it can have a big impact on increasing consumer buying interest. In the context of health services, building strong brand equity can help hospitals or clinics increase public trust, increase patient loyalty, and differentiate themselves from competitors (Rahayu et al., 2022). This is

because a strong brand can create a positive perception about the quality of the services offered, thereby attracting more patients and retaining existing ones. To achieve strong brand equity, companies need to have a long-term strategy for managing the brand. This includes identifying brand values, building brand awareness through appropriate marketing strategies, and strengthening relationships with consumers through positive and continuous interactions. By managing their brand well, companies can achieve a competitive advantage in the healthcare industry and improve their business performance (Gunawan et al., 2020).

Marketing via social media is a promotional activity carried out using social media platforms to increase awareness, brand recognition, remind consumers about hospital services, and encourage purchasing actions. The use of social media in hospital marketing strategies has become an important part of the company's overall marketing design (Kim et al., 2008). In the context of health services, social media can be used for various purposes, such as introducing new services, providing information about available facilities and doctors, and providing education about health to the public (Rahayu et al., 2022). Through active interactions and relevant content, hospitals can build closer relationships with consumers, increase trust, and influence purchasing decisions (Tannady & Budi, 2023). By utilizing social media effectively, hospitals can reach a wider audience, optimize marketing strategies, and increase consumer satisfaction. Apart from that, social media can also be an effective tool for measuring marketing performance and identifying areas that need improvement in an effort to increase consumer interest and purchasing decisions (Zia et al., 2018).

Methodology

A quantitative methodology is employed in this study, and cross-sectional data collecting is done. The sample is a subset of the population in this study, which is made up entirely of patients. A non-probability sampling technique was used to acquire the data, meaning that not every person of the population has the same chance of being chosen for a sample. The study's sample comprised one hundred participants. Primary data is the kind that is used; it is gathered by having patients or consumers complete questionnaires, after which the data is processed. Descriptive analysis will be used in this study's data analysis to provide a broad overview of the variables under investigation. In addition, the Structural Equation Modeling Partial Least Squares (SEM-PLS) analysis method will be employed to process the data. This analysis technique is used to test the relationship between variables and model this relationship in the form of a structural model. By using appropriate analytical methods and techniques, it is hoped that this research can provide a better understanding of the factors that influence consumer or patient purchasing decisions for hospital services.

Case studies

It can be inferred from the analysis's findings that interest in returning is positively and significantly influenced by the brand equity variable. The low p-value (0.000), significant t-statistic (6.809), and positive coefficient value all support this. This finding is in line with previous research, which shows that brands are intangible assets that provide additional benefits for businesses. Brands also fall into the category of intangible assets that include patents, databases, and the like. Based on these results, companies can take important steps toward managing their brands sustainably. One step that can be taken is to form a special team responsible for managing the brand well. By strengthening brand equity, companies can increase consumer interest in repeat visits, which will ultimately have a positive impact on purchasing decisions and overall business performance. Continuous efforts are needed to strengthen brand equity so that it can provide maximum benefits for the business.

The analysis's findings demonstrate that interest in returning is positively and significantly influenced by the social media variable. This is supported by the low p-value (0.000), significant t-statistic (4.743), and positive coefficient value. This result is in line with earlier studies' findings that social media is a useful marketing tool for raising awareness of, and encouraging actions for, hospital services on social media platforms. The organization is progressively incorporating social media into its marketing plan because it has been shown to increase customers' interest in making repeat visits. Thus, it can be said that using social media for marketing purposes is a successful way to raise customer awareness and influence their decisions to purchase hospital services. To develop a more

effective marketing strategy through social media, companies can carry out further analysis to understand consumer preferences and behavior on social media. Apart from that, relevant and interesting content can also increase interaction with consumers and strengthen brand equity. By continuing to improve and optimize marketing strategies through social media, companies can be more effective in increasing consumer interest in repeat visits and improving their business performance.

Based on the analysis conducted, the conclusion that can be drawn is that the decision to return is positively influenced by the brand equity variable. The positive coefficient value, significant t-statistic (5.791), and low p-value (0.000) are indicators of this. This finding is consistent with previous research, which shows a very strong influence between brand equity and purchasing decisions. To increase brand equity and strengthen the decision to revisit, companies need to carry out good management from planning to implementation. By identifying consumer needs and providing appropriate services, companies can build strong and sustainable brand equity. Steps that can be taken include conducting market analysis to understand consumer needs and preferences, improving service quality and the consumer experience, and carrying out appropriate and effective promotions. By developing a good strategy for managing brand equity, companies can increase consumer revisit decisions and improve their overall business performance. Sustainable and comprehensive efforts are needed in managing brand equity to achieve maximum results.

The data processing results indicate that the decision to return is positively and significantly influenced by the social media variable. This is supported by the positive coefficient value, low p-value (0.000), and substantial t-statistic (4.738). This result is consistent with earlier studies that demonstrate the substantial impact of social media marketing on consumer decisions. Apart from that, other research also shows that social media has a positive relationship with increasing customer experience and benefits. Therefore, the use of social media as a marketing tool can provide benefits for hospitals by increasing patient revisit decisions. To develop the use of social media as a more effective marketing tool, companies can carry out further analysis to understand consumer preferences and behavior on social media. Apart from that, relevant and interesting content can also increase interaction with consumers and strengthen brand equity. By continuing to improve and optimize marketing strategies through social media, companies can be more effective in increasing consumer revisit decisions and improving their overall business performance.

From the results of the data processing, it was found that interest in returning to visit had no influence and was not significant on the decision to visit again. The negative coefficient value, t-statistic of 1.397, and p-value of 0.165 all support this. These results suggest that patients' decisions to return to the Dental and Oral Hospital are not primarily influenced by their desire to do so. Differences in research fields may account for the discrepancy between the findings of this study and earlier research, which demonstrates a positive and significant relationship between purchasing interest and consumer decisions when making purchases, as well as research in the tourism sector, which demonstrates a relationship between buying interest and visiting decisions of 60%. completed. This research focuses on dental and oral hospitals, where consumers or patients, after receiving correct information about services, are not necessarily immediately interested in visiting. Patients require very special or painful conditions that cannot be treated alone first, so they will then have dental and oral care visits. More special and intensive treatment is needed to arouse patients' interest in revisiting dental and oral health services.

The results of data processing show that the variable interest in revisiting does not mediate between brand equity and the decision to revisit. The p-value of 0.199 and the t-statistic value of 1.294 both demonstrate this. This conclusion contrasts with earlier studies that shown the mediating role of the purchase desire variable in the relationship between brand image and purchase decisions. Prior studies have also demonstrated that purchasing decisions are positively impacted by perceived value and trust, which are mediated by purchasing interest variables. The variances in research outcomes are most likely due to differences in the research covering categories used. This research focuses on hospitals that specifically provide dental and oral care services. Patients require special or emergency conditions to visit the hospital, so interest in returning to visit is not a mediating factor between brand equity and the decision to visit again. More special and intensive treatment is needed to arouse patients' interest in revisiting dental and oral health services, such as through more targeted promotional strategies and more personalized communication.

With a t-statistic value of 1.417 and a p-value of 0.010, the data processing results indicate that the variable

interest in revisiting mediates between social media and the decision to revisit. This demonstrates that the relationship between social media and the decision to return is mediated in part by interest in doing so. This result is consistent with other studies that demonstrate the purchase interest variable mediates the effect of social media marketing on decisions made about purchases. The significance of social media management grows more and more evident when considering healthcare services. Social media in the current digital era has a strong influence on consumers when deciding whether to make a return visit to the hospital. The latest information and relevant content on social media can increase consumer trust in a sustainable manner. This consumer trust can then increase interest in returning visits, so that one day consumers will decide to make a return visit during a routine schedule, check-up, illness, or emergency. Therefore, good and strategic management of social media can be the key to increasing consumers' decisions to revisit dental and oral health services at hospitals.

Conclusion

The study's findings support the notion that interest in repeat visits is positively and significantly impacted by the brand equity variable. This demonstrates the power of a business's brand to deliver a customer experience that lives up to expectations and piques their interest in using the service once more. Interest in returning is positively and significantly impacted by the social media factor. The study's findings suggest that in order to entice customers to use the service again, they want digital interaction via social media platforms. The decision to return is positively and significantly impacted by the brand equity variable. This demonstrates the power of a service's brand to deliver a perception of service that lives up to customer expectations, encouraging repeat business at the same service location in the event of a tight schedule or unique circumstances. The decision to return is positively and significantly impacted by the social media factor. The study's findings suggest that customers who interacted digitally on social media platforms will visit the same service location again. The decision to return is not much impacted by the fluctuating interest in doing so. This indicates that patients who were treated in the hospital require particular circumstances or an emergency before they can resume receiving dental and oral care. Brand equity and the choice to return are not mediated by fluctuating interest in doing so. The study's findings indicate that a service's brand strength is still lacking, which is why customers haven't shown much interest in going there. Intensive planning is needed so that the brand of hospital services becomes stronger in the eyes of consumers. The variable interest in returning to visit mediates between social media and the decision to visit again. These results show that the influence of social media will make it easier for consumers to get information, and one day they will receive treatment again at the hospital.

Based on the results of the research that has been carried out, several useful suggestions for hospitals and further research are as follows: For hospitals, this research illustrates that consistency and continuity in improving the image of services in all hospital units, both those in direct and indirect contact with patients, are very important. By building and developing a good brand image, it is hoped that hospitals can maintain customer loyalty, gain new customers from recommendations from old customers, and have a long and sustainable life. Apart from that, this research can also be used as a reference to continue to improve service quality by utilizing and improving social media management. This is important so that consumers receive correct information, a wider reach, and stronger engagement with consumers. In general, every study has limitations. In this research, the limitation lies in the short research time, so the number of samples and respondents is limited. Therefore, it is hoped that further research can extend the research time, expand the research area, and develop other variables that make it possible to support the previous theory. In this way, research will be more developed and not limited to variables that have been previously studied. For further research, it is hoped that we can expand and elaborate on various samples involving more than one company in the same industrial field.

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