

The Influencing Factors of Customer Experience and Its Effect on Brand Equity in Seto Hasbadi Hospital Bekasi

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ABSTRACT

The high quality of hospital services is expected to lead to satisfaction and positive patient experiences, which can positively affect the hospital's brand. Brand equity is a precious hospital asset to face a competition between hospitals. Seto Hasbadi Hospital faces stiff competition in Bekasi City with 40 other hospitals. In this study, Seto Hasbadi Hospital wanted to find out how the marketing activities affect the customer experience, which affects the Customer-Based Brand Equity. This research uses marketing variables: physical environment, interpersonal care activity, technical process, administrative process, core services, service communication, access convenience, social responsibility, customer experience, and customer-based brand equity. The number of samples in this study was 376 respondents with data analysis using Structural Equation Modeling with SmartPLS software. Marketing activities that positively and significantly impact customer experience are the physical environment, access, convenience, and social responsibility. The customer experience variable positively and significantly affects the Customer-Based Brand Equity variable.

1. INTRODUCTION

In the past, mortality and morbidity rates were used to evaluate hospital performance. However, over time there has been a shift in how hospitals are evaluated, i.e., the inclusion of patients & customers. Customer expectations and hospital evaluation have become satisfaction parameters (Amporfu et al., 2022; Kumar et al., 2018; Shih et al., 2021). As consumers of healthcare services, patients are becoming increasingly aware of their rights and demanding high-quality services. Providing high-quality health care is somewhat complicated as many factors, such as medical technology advancement, can influence it. This requires a substantial amount of expenditure. Additionally, quality human resources are necessary to enhance the quality of healthcare services.

Healthcare services are becoming more comprehensive and expanding. The hospital provides essential and transparent health services as well as comprehensive and modern health services, ranging from general health checks to chronic disease treatment. The availability of these various service offerings is expected to improve the quality of service provided by existing facilities, thereby increasing their brand equity (Górska-Warsewicz, 2022). The hospital also hopes to achieve a thorough understanding of its brand equity. It is where a hospital's brand equity reflects the value perceived by the patients. As a result, hospitals can create platforms to communicate and interact with patients or consumers (Chahal & Bala, 2012). This will elicit positive emotions toward the hospital (Kemp et al., 2014) and secure a place in consumers' hearts (positioning) (Mukaram et al., 2019). Having a platform and warm communication between Hospitals and Patients may also strengthen patients' confidence (Ackovska et al., 2020; Mukaram et al., 2019) and increase the prestige of hospitals from the consumers' perspective (Mukaram et al., 2019) due to the high interaction between customers and healthcare providers, or between patients and hospitals (Kumar et al., 2013).

The number of patients at Seto Hasbadi Hospital has increased significantly over the past five years, according to data from the Social Security Organizing Agency (BPJS Kesehatan). As a result, the hospital has altered its marketing activities in an effort to increase the number of patients/general or independent participants by implementing new demographic segmentation. The latest market segment targets younger patients and middle-income groups. The administration has also initiated new marketing strategies to increase brand awareness, particularly concerning the hospital's track record. As a hospital that has been in operation since 1987, Seto Hasbadi Hospital is highly regarded in Bekasi City and the surrounding communities. The Seto Hasbadi Hospital brand is perceived as having its own value in the face of competition from new hospital entities. Seto Hasbadi Hospital should compete with forty other hospitals in Bekasi and its environs. Thus, Seto Hasbadi Hospital's equity brand is valuable compared to other hospitals. In today's era of intense competition, the concept of brand equity encompasses four key aspects of a brand: brand loyalty, brand awareness, brand associations, and perceived quality. The concept of brand equity as a whole can be of great value to a business entity. (Kim et al., 2008).

As the number of patients at Seto Hasbadi Hospital continues to rise, it is necessary to conduct extensive research into the marketing components that influence the patient experience and positively impact the hospital's brand. A comprehensive analysis of the Seto Hasbadi Hospital brand is currently unavailable. Most research focuses solely on the impact of the concept and marketing activities on customer experience and their effect on the customer-based brand equity of Seto Hasbadi Hospital. Thus, this study aims to investigate the impact of marketing activities on Seto Hasbadi Hospital Bekasi's customer-based brand equity.

2. RESEARCH METHODS

This quantitative research was conducted in August 2022 with Seto Hasbadi Hospital as the object of study. The primary data were derived from the questionnaire results. The sample size in this study was 367 respondents, and the sampling technique was convenience sampling. This study includes both independent and dependent variables. Physical Environment, Interpersonal Care Activity, Technical Process, Administrative Process, Core Services, Service Communication, Access Convenience, and Social Responsibility are independent variables in marketing activities. The physical environment variable covers three dimensions, atmosphere with three indicators (Dagger et al., 2007; Kumar et al., 2018); tangibles with three indicators (Dagger et al., 2007; Kumar et al., 2018); and infrastructure facility with four indicators (Duggirala et al., 2008; Kumar et al., 2018). The Interpersonal Care Activity variable consists of two dimensions: the interaction activity dimension with three indicators (Dagger et al., 2007; Kumar et al., 2018) and the physician's care dimension with three indicators (Duggirala et al., 2008; Kumar et al., 2018). The technical process variable consists of two dimensions: the process expertise dimension with three indicators (Dagger et al., 2007; Kumar et al., 2018) and the safety measure dimension with three indicators (Duggirala et al., 2008; Kumar et al., 2018). The administrative procedure variable also has two dimensions: the timeliness of activity dimension with 3 indicators (Dagger et al., 2007; Kumar et al., 2018) and operational activity dimensions with three indicators (Dagger et al., 2007; Kumar et al., 2018). The core service variable and the service communication variable have three indicators for each variable (Kumar et al., 2018). The access convenience variable consists of three indicators (Berry et al., 2002; Kumar et al., 2018), and the social responsibility variable comprises three indicators (Duggirala et al., 2008; Kumar et al., 2018). The dependent variables are in the form of Customer Experience and Customer-Based Brand Equity (CBBE). Customer experience consists of three dimensions; sensory experience, emotional experience, and social experience (Brakus et al., 2009; Kumar et al., 2018). The customer-based brand equity variable holds no dimensions and consists of three indicators (Kumar et al., 2018; Yoo et al., 2000). Indicators of this variable use a Likert scale from 1 to 5.

An organization's physical environment covers design, layout, aesthetics, and decoration (Lee & Jeong, 2012). According to (Martín-Ruiz et al., 2012), the physical environment is a decisive part of the process of assessing consumer satisfaction with services. A physical environment that raises positive customer responses, such as customers feeling more at ease, will lead to satisfied customers' word of mouth (Ryu et al., 2012). Thus, the physical environment is essential for service companies and could affect customers' experience (Ali & Amin, 2014; Pareigis et al., 2011).

H1: physical environment could affect customers' experience

Interpersonal care activity is closely related to service delivery providers, distinguished by the presence of communication between two people and the performance of interactive activities. Interaction activity includes interaction, relationship activity, and doctor's care. Interaction activity comprises attitude and behavior as well as information communication; relationship activity is an individual activity that involves maintaining relationships with customers; and doctor's care includes an assessment of care, politeness, time, and time in diagnosing (Kumar et al., 2018). These three factors pose a significant impact on the quality and nature of the service.

H2: interpersonal care activity could affect customers' experience

The technical process reflects the service quality influenced by technical and administrative procedures. The technical process entails process expertise and security measures. Process expertise is formed based on the service provider's ability to provide proper service standards that customers perceive. Meanwhile, safety measures exhibit an impact on consumer satisfaction with hospital services (Kumar et al., 2018).

H3: the technical process could affect customers' experience

Administrative procedure is inextricably linked to the production of services, which is determined by punctuality and operational activities. It strongly impacts the perception of quality (Kumar et al., 2018). Punctuality is closely associated with scheduling, which includes appointments, waiting times, and changing appointments. Administrative and general management in the hospital are examples of operational activities. Patients will be pleased with the accuracy of the appointment because they will not have to wait long to meet the doctor.

H4: administrative procedures could affect customers' experience

The effectiveness of operational activities is related to the organization's ability to construct processes based on core capabilities to meet customers' expectations (Santa et al., 2019). Organizations should focus on effective operational activities to achieve organizational goals and become more competitive. Similarly, hospitals will provide appropriate and effective medical services to their patients. Santa et al. (2019) state that operational effectiveness influences users' satisfaction. This reinforces that appropriate hospital services could provide a positive experience, ensuring that patients are satisfied with their visit to the hospital.

H5: core service could affect customers' experience

Patients who receive accurate information from hospitals are more likely to be satisfied. Patients believe that their decisions or choices are based on precise details (Kumar et al., 2018). Appropriate communication can boost customer satisfaction (Dennis et al., 2014).

H6: service communication could affect customers' experience

Decisions, access, transactions, benefits, and convenience are all related to Access Convenience. According to Bagdare (2014) research findings, service convenience is linked to customer experience. Customers are pleased with the strategic and convenient location. Patients coming from a hospital will look for a strategically located and easily accessible hospital. Furthermore, the patient will be linked to the time of arrival. The sooner it arrives at the hospital, the sooner the patient can receive treatment or assistance.

H7: access convenience could affect customers' experience

The hospital's contribution to social responsibility is proper medical care at reasonable costs. The hospital also has an ethics code in place to ensure patients' privacy and the confidentiality of patients' information. Customers or patients will be pleased if the hospital has a high level of social responsibility (Kumar et al., 2018) and will feel at ease seeking treatment there.

H8: social responsibility could affect customers' experience

Confidence in a brand stems from experiences rather than just seeing advertisements (Sheng & Teo, 2012). According to Yang et al. (2015), customer experience is critical in developing a brand for a service product. According to Sheng & Teo (2012) research findings, customer experience influences brand equity. Kumar et al. (2018) hold the same claim.

H9: customer experience could affect customer-based brand equity

The SmartPLS software was used to analyze data using Structural Equation Modeling (SEM). Figure 1 depicts the research framework adapted from Kumar et al. (2018). The validity test assumes an outer loading value greater than 0.7. The multicollinearity test of each variable comes next. Variables with a VIF value greater than 5 indicate multicollinearity. The variable will pass the reliability test if the CR and Cronbach's Alpha is more significant than 0.7. If the first-order variable has an AVE value greater than 0.5, the variable has passed the construct validity test. The Fornell-Larcker Criterion, Cross Loading, and HTMT are the components of discriminant validity testing. If the topmost value exceeds the value below, the indicator passes the Fornell-Larcker Criterion test. The cross-loading test results are viable if the data passes the cross-loading discriminant validity test. If the value of each indicator is the largest among its inline values, the data will be declared to pass the cross-loading test. If the HTMT value is less than 0.85, the data is thought to have passed the HTMT test. The following stage is hypothesis testing or inner model development. If the hypothesis test results show a p-value less than 0.05 or a t-stat greater than 1.65, the independent variable influences the dependent variable with a 95% confidence interval and a 5% error rate.

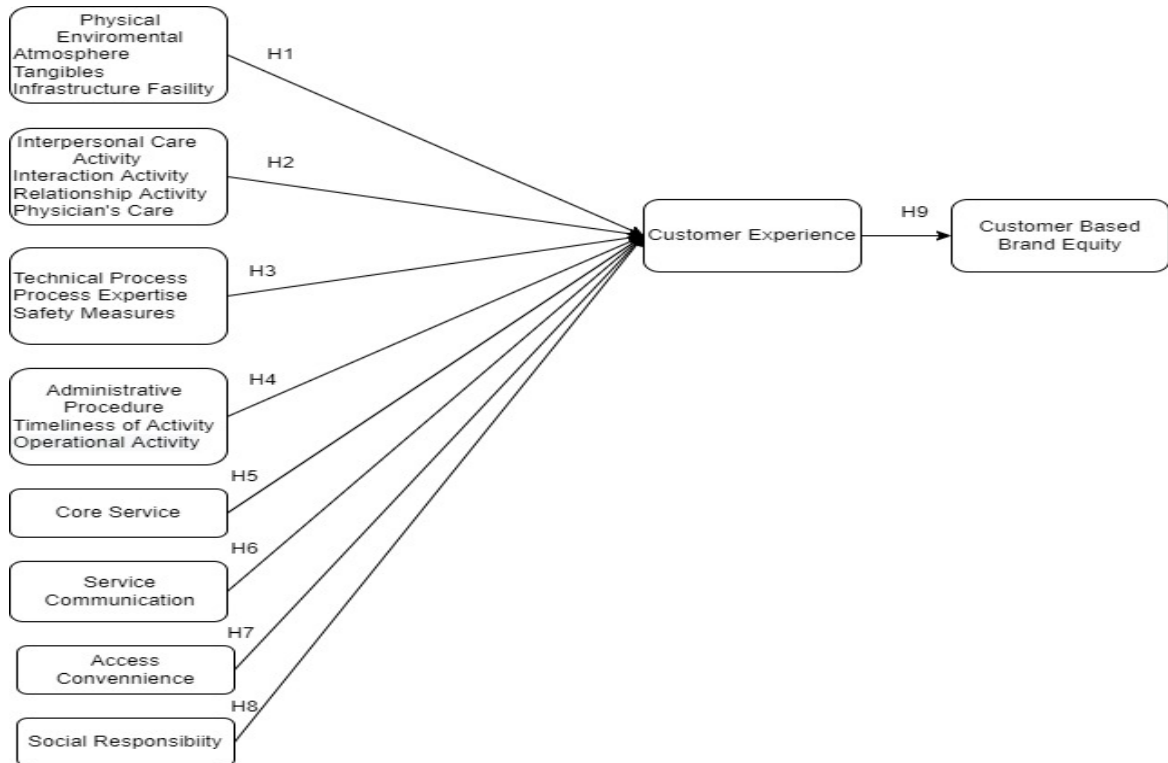


Figure 1. Research Framework

Source: Researcher, 2022

3. RESULTS & DISCUSSION

Result. As many as 500 questionnaires were distributed to patients or visitors for this study. The number of samples used for marketing research studies ranges from 300-500 samples (Malhotra et al., 2017). However, only 367 of the 500 questionnaires met the criteria for further testing. The number of patients who come to Seto Hasbadi hospital daily is one after another. So, at the time of taking the sample, the respondents were patients or visitors that we met at the time of taking the samples. The demographics of respondents who have been hospitalized at Seto Hasbadi Hospital can be determined based on the test results. The average age of visitors or patients at Seto Hasbadi Hospital is 41.22% between the ages of 20 and 30 and 36.17% between the ages of 31 and 40. 52.99% of patients and visitors hold a high school diploma or equivalent. Private employees account for 57.45% of patients. The highest-earning patients earn between 2.6 and 5 million Rupiah per month (Table 1). This result reveals that the majority of patients or visitors are young customers. Patients, visitors, or companions who wish to be respondents are mostly young people around 20 to 40 years old.

Table 1. Respondents' demography

Age	Number	Percentage
Age		
20-30	155	41.22%
31-40	136	36.17%
41-50	46	12.23%
51-60	39	10.37%
Former Education		
Junior High or equivalent	48	12.76%
Senior High or equivalent	203	53.99%
Diploma	67	17.82%
Bachelor	50	13.30%
Postgraduate	8	2.13%
Occupation		
Not working	24	6.38%
Students/College	20	5.32%
Civil servants	46	12.23%
Private employee	216	57.45%
Entrepreneur	70	18.62%
Income		
< 1 million Rupiah	54	14.36%
1-2.5 million Rupiah	85	22.61%
2.6-5 million Rupiah	177	47.07%
5.1-7.5 million Rupiah	38	10.11%
7.6-10 million Rupiah	8	2.13%
> 10 million Rupiah	14	3.72%

Source: Data Processed (2022)

Model testing from CBBE covers 2 stages: the outer and inner models.

Outer Model Test. All indicators were found to be valid based on the results of the outer loading test. The outer loading value greater than 0.7 demonstrates this. The multicollinearity test of each indicator comes next. Indicators with a VIF value greater than 5 indicate multicollinearity. The indicator has passed the multicollinearity test. If CR and Cronbach's Alpha both exceed 0.7, thus the data has passed the reliability test. According to the processing test results, all variables passed the reliability test. If the first-order variable has an AVE value greater than 0.5 in construct validity testing, the variable has passed the construct validity test. All variables passed the construct validity test. All indicators passed the Fornell-Larcker Criterion test. The cross-loading test results show that the data passed the cross-loading discriminant validity test. The HTMT value indicates that the HTMT value is less than 0.85. Hence, the data passed the HTMT test.

Inner Model Test. The results of this inner model test will be employed to discuss the constructed hypothesis test. Figure 2 depicts the results of the hypothesis test. Based on Table 2, it is evident that 4 variables have a significant effect, and 5 variables have insignificant influences.

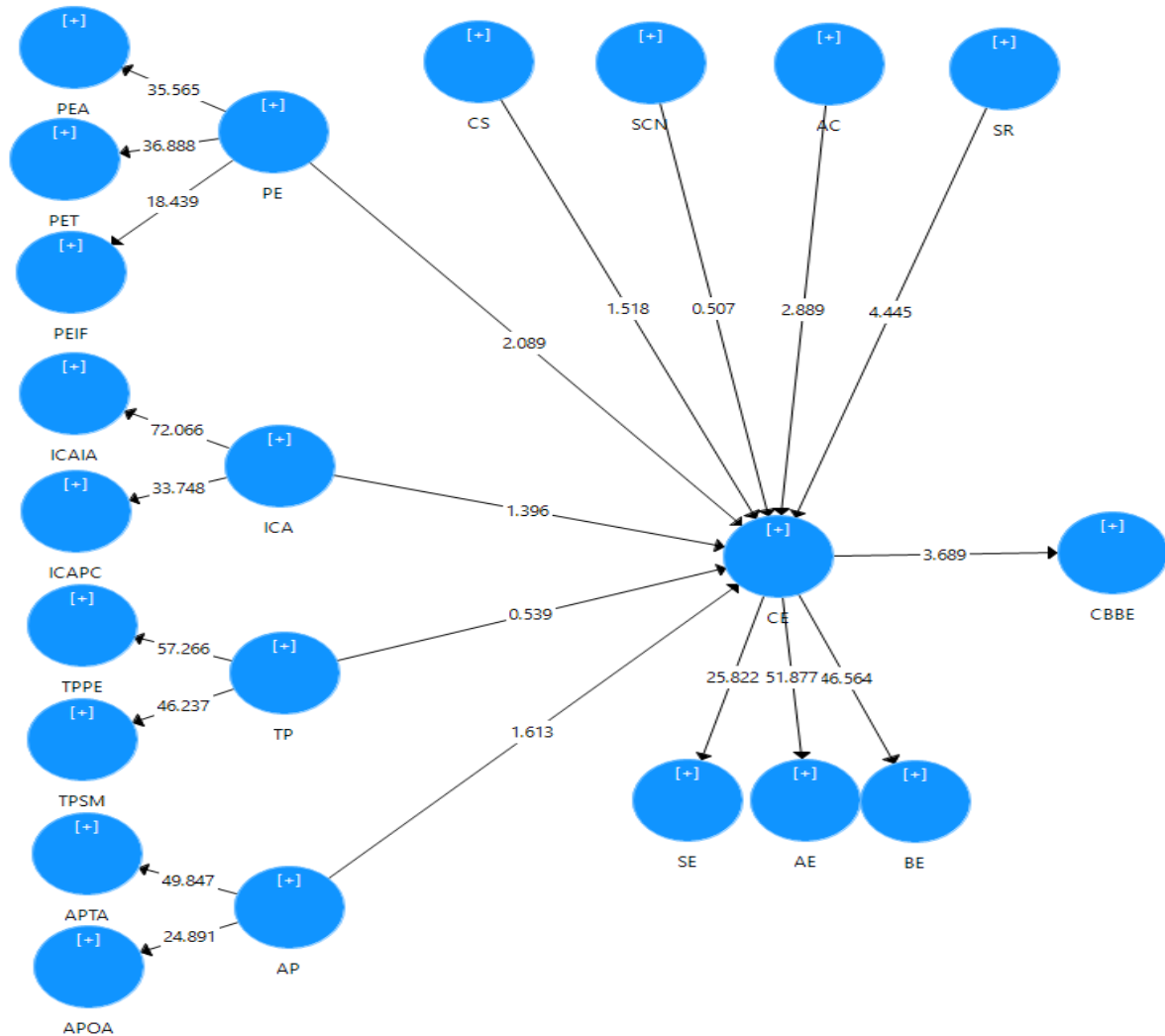


Figure 2. Inner Model Results

Source: Data Processed, 2022

Physical Environment (PE) variables affect customers' experience variables (CE). The variable original sample value is 0.125, indicating that the physical environment shows a positive effect. The physical environment variable status has a T value greater than 1.65 or a p-value less than 0.05, which is 0.037. The physical environment variable significantly affects the customers' experience variable, as depicted. According to the findings, the physical environment variable significantly positively impacts the customer experience variable. Increasing the physical environment by 100% could increase the customers' experience variable by 12.5%.

Interpersonal Care Activity (ICA) variables have an insignificant effect on customers' experience variables (CE). The original sample value was 0.074, indicating that interpersonal care activity has a positive effect. The T value of 1,396 for the interpersonal care activity variable status is less than 1.65, or the p-value is 0.163, greater than 0.05. The interpersonal care activity variable does not affect the customers' experience variable. According to the findings, interpersonal care activity variables have an insignificant effect on customer experience variables.

Technical Process (TP) variables have an insignificant effect on customers' experience variables (CE). The variable original sample value is 0.037, indicating that the technical process has a positive effect. The technical process variable status T value of 0.539 is less than 1.65, or the p-value is more significant than 0.05, which is 0.590. As can be identified, the technical process variable greatly influences the customers' experience variable. According to the findings, the technical process variable has a negligible positive effect on the customers' experience variable.

Administrative Procedure (AP) variables have an insignificant effect on Customers' Experience variables (CE). The variable original sample value is 0.090, indicating that the administrative procedure holds a positive effect. The administrative procedure variable status T value of 1,613 is less than 1.65, or the p-value is greater than 0.05, which is 0.107. The administrative procedure variable imperceptibly affects the customers' experience variable. According to the findings, the administrative procedure variable has an insignificant effect on the customers' experience variable.

Core Service (CS) variables have an insignificant effect on customers' experience variables (CE). The variable original sample value is 0.082, indicating that the core service has a positive effect. The T value of 1,518 for the core service variable status is less than 1.65, or the p-value is greater than 0.05, which is 0.130. As can be seen, the core service variable has a trivial influence on the customers' experience variable. According to the findings, the core service variable negatively affects the customers' experience variable.

The Service Communication (SCN) variable has an insignificant effect on the Customer Experience variable (CE). The variable original sample value is 0.027, indicating that service communication has a favourable effect. The service communication variable status T value of 0.507 is less than 1.65, or the p-value is greater than 0.05, which is 0.612. The service communication variable doesn't seem to affect the customers' experience variable. Thus, the variable of service communication does not positively affect the variable of customer experience.

The Access Convenience (AC) variable affects the Customers' Experience variable (CE). The variable original sample value is 0.137, indicating that access convenience retains a positive effect. The PE variable status T value of 2,889 is greater than 1.65, or the p-value is less than 0.05, which is 0.004. It is perceptible that the variable of access convenience significantly impacts the variable of customers' experience. The conclusion is that the variable

of access convenience has a significant positive effect on the variable of customers' experience. When access convenience is increased by 100%, the customers' experience variable increases by 13.7%.

The Social Responsibility (SR) variable affects the Customer Experience variable (CE). The variable original sample value is 0.237, indicating that social responsibility has a positive effect. The T value of 4,445 for the social responsibility variable status is greater than 1.65, and the p-value is less than 0.05, resulting in 0.000. The SR variable notably affects the customers' experience variable, as depicted. Thus, the variable of social responsibility substantially affects the variable of customer experience. Increasing social responsibility by 100% could increase the customer experience variable by 23.7%.

Table 2. Hypothesis test results

Hypotheses	Original Sample	T Statistics	P Values	Note
H1: physical environment to customers' experience	0.125	2.089	0.037	Accepted
H2: interpersonal care activity to customers' experience	0.074	1.396	0.163	Rejected
H3: technical process to customers' experience	0.037	0.539	0.590	Rejected
H4: administrative procedure for customers' experience	0.090	1.613	0.107	Rejected
H5: core service to customers' experience	0.082	1.518	0.130	Rejected
H6: service communication to customers' experience	0.027	0.507	0.612	Rejected
H7: access convenience to customers' experience	0.137	2.889	0.004	Accepted
H8: social responsibility to customers' experience	0.273	4.445	0.000	Accepted
H9: customer experience to customer-based brand equity	0.230	3.689	0.000	Accepted

Source: Data Processed (2022)

Customer Experience (CE) variables affect the Customer-Based Brand Equity variable (CBBE). The variable's original sample value is 0.230, indicating that customer experience has a meaningful effect. The T value of the customer experience variable status of 3,689 is greater than 1.65, and the p-value is less than 0.05, resulting in a value of 0,000. It is apparent that the variable customers' experience significantly impacts the variable customer-based brand equity. Therefore, the variable customers' experience has a significant notable effect on the variable customer-based brand equity. Increasing customer experience by 100% can increase variable customer-based brand equity by 23%.

R square Results. The R square result from the customers' experience variable was 0.308 or 30.8%. This result implies that the customer experience variables are interpretable by the variables of the physical environment, interpersonal care activity, technical process,

administrative procedure, core service, service communication, access convenience, and social responsibility of 30.8%. The remaining 69.2% could be elaborated by other variables beyond the study. The R square yield of the CBBE variable is 0.053 or 5.3%. This reveals that the variables Physical Environment, Interpersonal Care Activity, Technical Process, Administrative Procedure, Core Service, Service Communication, Access Convenience, Social Responsibility, and Customer Experience could explain Customer-Based Brand Equity of 5.3% and the remaining 94.7% is explained by other variables beyond the study.

Discussion. Originally a clinic and maternity hospital in North Bekasi, Seto Hasbadi Hospital Bekasi currently holds a type D general hospital. The facilities owned by Seto Hasbadi Hospital have complied with the requirements to construct type D hospitals. It requires the hospital to have the facilities and medical capabilities of at least two primary specialist medical services (Ministry of Health, 2014). As most patients or visitors still view Seto Hospital as a clinic that can merely offer medical referrals, there are currently few patients or visitors who are familiar with the general functions of Seto Hasbadi Hospital.

Consequently, Seto Hasbadi Hospital urges to update or improve its reputation as a hospital that can offer first-class medical care in line with its type rather than just a clinic or maternity facility. To improve its reputation, the hospital promotes various types of medical care at Seto Hasbadi Hospital through its website and social media. The content used is also suitable for young people. That is because the visitors to Seto Hasbadi Hospital are primarily young people.

To improve the hospital's image, it can implement and improve the quality of services and the utilization of hospital resources. As a result, an affirmative hospital image could be a strategy to overcome a competitive situation in which consumers are increasingly critical in choosing health services (Rahajeng et al., 2010). The hospital could build a brand image based on its experiences with medical examinations and treatments (Kim et al., 2008). As a result, brand strength is an asset that can be added or subtracted from the value provided to hospital consumers (Sumarni, 2018). A positive brand image is vital to consumers' loyalty in future hospital preferences (Wu et al., 2011).

A positive first impression of a product or service could lead to customers consistently choosing one brand over another. Some of the variables in the study empirically hold positive correlations and high significance, while others do not have a significant positive relationship. This could impact Seto Hasbadi Hospital's brand image, whether it has a positive, negative, or no impact at all. The physical environment variable is one that customers can perceive at first glance. The physical environment of Seto Hasbadi Hospital is comfortable, attractive, and refreshingly scented. These could make the patients feel at ease and memorable in their hearts. This hospital could make patients feel much better because of the proper layout, interior design, and colour and lighting combinations. Patients will feel uncomfortable and displeased in hospitals with dim or dark lighting. Seto Hasbadi Hospital Bekasi also provides patients with better facilities, medicines, new medical equipment, and hygienic food to help

them feel optimistic regarding their recovery. Today the younger generation loves an Instagram-able place.

For this reason, Seto Hasbadi Hospital can add or change several spots into Instagram-able places. Visitors can use that to sit down to relieve fatigue and make the impression of the hospital more comfortable. According to Nurlia et al. (2012), the relationship between patient loyalty and place or location encourages and motivates consumers to visit nearby health facilities. Hospital equipment and facilities, such as cleanliness, building neatness, and decoration, also significantly influence customers' perceptions. This is emphasized by Hanaysha (2016), who claims that the facilities and equipment provided by the company or service have a considerable impact on the brand image that consumers will evaluate. Furthermore, the infrastructure and facilities that support medical and non-medical services should be complete and clean.

The access convenience variable is a perception related to time and effort for service delivery, covering the actions customers should take to experience these services (Apriyanti & Damayanti, 2017). In line with the service transportation variable, ease of access and comfortable access to the location are very decisive to customers concerning the physical environment. According to (Rahayu, 2011), strategic health services are health services that are accessible to customers. Seto Hasbadi Hospital's accessible location offers simple and convenient access to the facility. Patients could usually arrive at the hospital relatively quickly using private or public transportation. One of the factors that affect customers' satisfaction or experience is, therefore, location. An accessible location should be convenient and well-designed, capable of satisfying customers and affecting brand equity. Seto Hasbadi Hospital is located in an accessible location in the city, allowing customers to reach Seto Hasbadi Hospital easily. Those who want to come to Seto Hasbadi Hospital can use public transportation. For those who like to use buses, the bus stop is also not far from Seto Hasbadi Hospital. In addition, if you want to use the train, there is also a station close to the hospital. However, you can also use online transportation such as GoJek or Grab. GoJek or Grab has a wide selection of vehicles that can be used by hospital visitors and can be delivered to the hospital.

Andrianto (2020) adds that hospital managers' transparency and accountability could support the customer's experience in terms of comfort and convenience. Each employee in Seto Hasbadi Hospital can carry out their duties and responsibilities according to their job and existing regulations. This allows employees to help and assist customers who require immediate and effective assistance. Seto Hasbadi Hospital Bekasi medical treatment also complies with ethical principles. The doctors also deliver verified claims to attract patients. They only provide assurance that corresponds to the treatment given. So that the patients could be more confident and relaxed. This offers customers a pleasant experience when they visit Seto Hasbadi Hospital. Some of the patients at Seto Hasbadi Hospital are BPJS Kesehatan users, so the hospital provides the best service according to the insurance used not to burden their patients. However, the hospital still asks whether the services used are adjusted to the insurance or increased. The insurance does not cover some services; the

hospital will explain as well as possible which services are not covered and how much the additional costs are.

The interpersonal care activity variables in the study influenced the consumer experience while using Seto Hasbadi Hospital's facilities. Nevertheless, they seem to be unconscious of it. According to Agritubella (2018), comfort in good medical-personnel interaction aims to create a helpful environment and always strive for the common welfare. However, the study yielded indefinite or impalpable results. Although the medical and non-medical personnel at Seto Hasbadi Hospital assist and respond to patient needs. Yet, the patients seem aware of the warmth and comfort while undergoing treatment. Thus, discomfort or concern about the conditions in the treatment room could ensue. This is probably due to medical and non-medical personnel's unpleasant attitudes and enthusiasm. They are apathetic about maintaining relationships with patients and patient visitors. This personnel do not answer patient questions in detail. They also are less cooperative and communicative in conveying information. Many hospital visitors are young with equivalent high school education levels. That means that only some people are familiar with the medical language. For this reason, health workers will explain in a language that is easy for patients and visitors to understand. Patients and those who are still unclear, they can ask again what is confusing.

According to Kartikasari & Merianti (2016), a hospital has four administrative procedures: planning, organizing, implementing, and assessing. The administrative procedures variable in Seto Hasbadi Hospital poses an effect, but it is barely noticeable. This is due to the patient's long waiting time and the doctor's unpunctuality for the appointment. Though the doctor's unpunctuality is reasonable because the doctor could be performing a treatment or operation, the visit was delayed causing the patient to wait slightly longer. Hospitals are working to make waiting times shorter. The scheduled surgery is performed before the outpatient poly opens or after the outpatient poly. Moreover, patients or visitors have various jobs. However, if there is an emergency patient, the hope is that patients or visitors can be patient.

The patients' experience is unaffected by marketing activities in the form of technical processes. This is because not all employees and personnel at Seto Hasbadi Hospital Bekasi perform their duties competently. On the other hand, the hospital expects and requires the medical personnel to be responsible, competent, and skilful in providing quality services. The hospital management team has organized numerous efforts to improve management quality, including training and performance evaluation. However, achieving competent and skilled personnel is demanding as each medical personnel has a different capability. Seto Hasbadi Hospital Bekasi is constantly striving to improve the quality of its employees and medical personnel. Patients or visitors can provide criticism and suggestions to improve hospital services. Because many patients or visitors are young, if patients or visitors want to make complaints or suggestions can be delivered via Instagram direct message or e-mail to the hospital.

According to Murtadho (2013), a core service is a customer's assessment of the usefulness of a product or service based on their perceptions. Thus, they could describe the benefits of the product or service they receive. Seto Hasbadi Hospital is tasked with providing the best service to patients, both treatment and medication. Based on this understanding, customers cannot directly feel the benefits of the treatment and medication they paid for because it is an ongoing process. According to this research, the value of core service notably affects customers' satisfaction. This occurs as a result of consumers receiving appropriate care and treatment. The hospital has also attempted to provide appropriate medical services to its patients and complete medical equipment. Even though it significantly affected patient satisfaction, the hospital strives to improve medical services and provide appropriate and effective services.

According to Fairuz & Amri (2018), service communication for service providers should prioritize services such as patients' health costs. In the study, the variable of service communication is influential though it is insignificant. Seto Hasbadi Hospital Bekasi has informed the public regarding hospital services via social media, pamphlets, and special services for preventive health care. This information, however, does not reach the general public. This is apparent on one of Seto Hasbadi Hospital Bekasi's social media pages, which has fewer followers and receives little response from the public and patients. Therefore, Seto Hasbadi Hospital Bekasi's communication service lacks customer feedback. For this reason, hospitals must use exciting content. Engaging social media content can increase the interest of the younger generation to visit the hospital's social media. This aims to educate the public about healthy living movements, preventing stunted children, and tips on maintaining health in the rainy season.

When a patient is satisfied, comfortable, and convenient, he or she would prefer Seto Hasbadi Hospital Bekasi for treatment. Hence, the variable customers' experience holds a favourable and significant relationship with the variable customer-based brand equity. It can be concluded that customer satisfaction impacts a company's brand equity, particularly in Seto Hasbadi Hospital's current image. Seto Hasbadi Hospital's marketing activities can provide a good experience for patients and visitors. However, the effect on brand equity has not been strong. The results of this study can be used as material for evaluation and strategy preparation for Seto Hasbadi Hospital. When Seto Hasbadi Hospital wants to increase its brand equity, the hospital, Seto Hasbadi Hospital, can improve the condition of the hospital environment by creating a comfortable or attractive, or Instagram-able place.

4. CONCLUSION & SUGGESTION

The findings of this study exhibit that marketing activities such as Physical Environment, Access Convenience, and Social Responsibility have a beneficial and weighty influence on Customers' Experience at Seto Hasbadi Hospital. In contrast, other marketing activities such as Interpersonal Care Activity, Technical Process, Administrative Process, Core Services, and Service Communication show none. This study also revealed that Customer Experience positively and significantly impacts Customer-Based Brand Equity at Seto Hasbadi Hospital.

Due to the sampling limitations, the authors recommend that future research utilize additional samplings, such as general and BPJS respondents. In addition to sampling limitations, there is only one variable in this study: Customers' Experience. Therefore, the authors recommend that future research incorporate additional variables that influence Customer-Based Brand Equity, thereby making the study more complex and yielding a unique fit model. According to R square results, marketing activities have not significantly impacted customer experience and brand equity based on customers. For this reason, future research may incorporate additional variables, such as political regulators on hospital brand names, crisis management, and chaos management. In addition, the influence of political regulators on hospital brands, such as regulatory changes from ASKES to BPJS and standard BPJS classes (non-class), could be additional variables in future research.

The condition of a novel issue could complement further research. Raising issues such as crisis management and event chaos management concerning the hospital brand are noticeable. The focus of such issues could assess how well the hospital could continue to strive or operate while such issues take place.

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