



The Influence of Psychological and Social Factors on Patients' Decisions to Visit with Brand Image as an Intervening Variable in Outpatient Patients at Hermina Hospital, Depok

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Abstract. This study is based on the results of initial observations that indicate a downward trend in the number of non-JKN outpatients. In January 2024, the achievement was only 415 of the target of 596 visits (69.6%), the achievement was again not in accordance with the target in September with 92.8%. The purpose of this study was to examine the effect of psychological factors and social factors on patient decisions to visit with brand image as an intervening variable in outpatients at Hermina Hospital, Depok. This type of research is quantitative with a causality design. The population is outpatients at Hermina Hospital, Depok. The results of the distribution through questionnaires obtained 130 respondents according to the minimum sample set. The analysis technique used the three box method analysis and SEM-PLS. The results of the study showed that psychological factors, social factors, and brand image simultaneously had a significant effect on patients' visit decisions, with a contribution of 67.8%. Both psychological and social factors influenced brand image and patients' visit decisions. Brand image also had an effect on patients' visit decisions. Among the three variables, brand image was the most dominant in increasing patients' visit decisions.

Keywords: Psychological Factors, Social Factors, Brand Image, Patients' Decisions to Visit

Abstrak. Penelitian ini didasarkan pada hasil observasi awal yang menunjukkan adanya tren penurunan jumlah kunjungan pasien rawat jalan non-JKN. Pada Januari 2024, pencapaian kunjungan hanya sebesar 415 dari target 596 kunjungan (69,6%), dan kembali tidak mencapai target pada bulan September dengan pencapaian sebesar 92,8%. Tujuan dari penelitian ini adalah untuk mengkaji pengaruh faktor psikologis dan faktor sosial terhadap keputusan pasien dalam melakukan kunjungan, dengan citra merek sebagai variabel intervening pada pasien rawat jalan di Rumah Sakit Hermina Depok. Jenis penelitian ini adalah kuantitatif dengan desain penelitian kausalitas. Populasi dalam penelitian ini adalah pasien rawat jalan di Rumah Sakit Hermina Depok. Hasil distribusi kuesioner menunjukkan bahwa terdapat 130 responden yang sesuai dengan jumlah sampel minimum yang ditetapkan. Teknik analisis yang digunakan adalah analisis metode three box dan SEM-PLS. Hasil penelitian menunjukkan bahwa faktor psikologis, faktor sosial, dan citra merek secara simultan berpengaruh signifikan terhadap keputusan kunjungan pasien, dengan kontribusi sebesar 67,8%. Baik faktor psikologis maupun faktor sosial berpengaruh terhadap citra merek dan keputusan kunjungan pasien. Citra merek juga berpengaruh terhadap keputusan kunjungan pasien. Di antara ketiga variabel tersebut, citra merek merupakan variabel yang paling dominan dalam meningkatkan keputusan kunjungan pasien.

Kata kunci: Faktor Psikologis, Faktor Sosial, Citra Merek, Keputusan Kunjungan Pasien

1. Introduction

The decision of patients to visit a hospital is an increasingly complex issue in the context of today's healthcare services. Patients have many choices of hospitals, and their decisions are often influenced by various factors. Therefore, understanding the factors that influence this decision is very important for hospitals, especially Hermina Depok Hospital, which is moderate facing fierce competition in the healthcare industry.

A patient's decision to choose a hospital is often based on psychological factors (Negara et al., 2020). These factors include patient motivation, perception, and attitude towards the services offered (Liang et al., 2024). When patients feel motivated and have a positive perception of the hospital, they are more likely to choose to visit (Gil & Choi, 2019), because psychological factors are the foundation that determines individual behavior, so it is the key to

success in influencing their interests in determining their decisions (Vainikka, 2022). Research shows that psychological factors influence patients' decisions in choosing a hospital (Bellio & Buccoliero, 2021), but in other studies psychological factors do not influence patient decisions (Bak-Sosnowska et al., 2022).

Apart from psychological factors, social factors also play an important role in patient decisions (Singh et al., 2022). Social influence from family, friends, and the surrounding environment can determine a patient's choice in choosing a hospital (Cham et al., 2022), because social factors influence the hospital brand image (Al-Hasan, 2023). Social factors are related to the patient's need for a service, thus determining the patient's decision in choosing a hospital (Shah et al., 2021), because social factors shape patient intentions, so they greatly influence their decisions in choosing a hospital (Zhang et al., 2020), and on the other hand social factors do not influence the patient's decision to choose a hospital if the patient has his/her own preferences (Anthonisen, 2019).

Based on previous research, it turns out that the relationship between psychological and social factors on patients' decisions to visit the hospital is not very close because there are inconsistent results. Therefore, other variables are needed that can strengthen the relationship and to determine the extent to which psychological and social factors can contribute to increasing patient decisions to visit.

The variable that is predicted to strengthen the relationship is brand image. A reputation must be built to determine the image of the service brand in the minds of patients which will influence their decision to visit the hospital (Vimla & Taneja, 2021). Brand image determines customer trust which leads to loyalty in using the brand (Ramadhani & Ruswanti, 2019), brand image directs customer interest to buy (Ruswanti et al., 2019), brand image depicts the reputation of a service in the minds of patients, thus influencing their decision to visit (Mandagi et al., 2024), because brand image influences customer decisions (Rihayana et al., 2022). Brand image plays an important role in driving psychological factors influencing customer decisions to purchase (Akbari et al., 2024), even the embedded brand image in the minds of customers, will make social factors higher in influencing purchasing decisions (Tauran et al., 2022), but on the other hand brand image does not influence patient decisions if the patient is at the loyal stage (Agustin et al., 2020).

Based on this opinion, brand image functions as an intervening variable that links psychological and social factors with patient decisions. A strong brand image can influence patient perceptions, both directly and indirectly. When patients have a positive brand image of a hospital, they are more likely to make decisions that are beneficial to the hospital. Good brand image management is very important in attracting new patients and retaining existing ones.

Hermina Depok Hospital has an urgent need to improve patient decisions to visit. Based on data on the number of outpatient visits, Hermina Depok Hospital experienced fluctuations in the number of patient visits. In 2024, Hermina Depok Hospital experienced significant fluctuations in outpatient visits. In January, visits reached 415 from a target of 596 (69.6%), then increased to 616 (103.4%) in February and 619 (103.8%) in March. However, visits began to decline drastically in April (505, 84.6%), May (487, 81.6%), and June (453, 75.9%). July and August showed a slight increase with 523 (87.7%) and 530 (88.9%) visits. However, in September, the achievement dropped again to 553 (92.8%). Overall, patient visits tended to decline and did not meet the set targets.

This decline in visits illustrates the existence of problems in patients' decisions to choose a hospital, which may be caused by psychological and social factors that have not been managed well.

To understand the cause, an interview was conducted with the head of marketing on June 3, 2024. It was found that the decline in patients in corporate cooperation occurred because 21 of the 120 companies that had previously collaborated chose to end their relationship, switching to other hospitals that offered more benefits. In addition, there were 653 complaints regarding services, especially regarding queues that were not separated between general and BPJS patients, as well as the friendliness of the officers.

Interviews with 10 general outpatients Non-JKN on June 5, 2024 showed that 70% chose Hermina Hospital because of its proximity, while 30% because of habit. Most patients did not know the advantages of Hermina Hospital, and 70% stated that they would switch to another hospital if there was one that was closer and offered attractive prices. All patients felt that the doctors were only doing their job without showing more concern.

Follow-up interviews on June 6, 2024 with patients with corporate cooperation revealed that all patients chose Hermina Hospital only because the company appointed them. Most would switch to another hospital if there was no cooperation, with 60% feeling treated the same as BPJS patients and wanting priority service. Many patients were disappointed with the queuing system that did not separate BPJS and non-BPJS patients, and considered Hermina Hospital's services to be not special.

The findings show that patient decisions are heavily influenced by psychological and social factors. The compulsion to choose Hermina Depok Hospital because of corporate cooperation illustrates the problem of social factors, while dissatisfaction with services reflects psychological factors. This shows the weak brand image of Hermina Depok Hospital in the minds of patients.

Overall, the downward trend in the number of patients in 2023 is influenced by various factors such as psychological, social, and brand image. Although there are studies that state these factors have no effect, the results of this survey show the urgency to conduct further research.

Based on the description above, the hypothesis proposed in this study is as follows:

H1: There is an influence of psychological factors on the brand image of Hermina Depok Hospital.

H2: There is an influence of social factors on the brand image of Hermina Depok Hospital.

H3: There is an influence of psychological factors on patients' decisions to visit Hermina Hospital, Depok.

H4: There is an influence of social factors on patients' decisions to visit Hermina Hospital, Depok.

H5: There is an influence of brand image on patient decisions to visit Hermina Hospital, Depok.

H6: There is a simultaneous influence of psychological factors, social factors, and brand image on patients' decisions to visit.

Research methods

This research was conducted at Hermina Depok Hospital located at Jl. Siliwangi No. 50, Depok, Pancoran Mas District, Depok City, West Java 16436. In compiling the completion of this thesis, research was conducted from May to November 2024.

This type of research is included in quantitative research with causality design. The population in this study were outpatients of Hermina Depok Hospital. The sampling technique used non-probability sampling technique. The determination of the sample refers to Hair et al. (2019) by multiplying the number of questionnaire indicators by five observations, so that the minimum number of respondents required is 26 items x 5 = 130 respondents. Based on the calculation results, it is known that the minimum number of samples is 130 respondents with the sampling method using convenience sampling. Data analysis was carried out using the Partial Least Square (PLS) method using SmartPLS software version 3.

Results and Discussion

Results

The results of the recapitulation of respondent characteristics show that of the 130 patients involved in the study, the majority of respondents were female, with a total of 94 people (72.3%), while men only numbered 36 people (27.7%). In age groups, respondents over 40 years old were the highest category, reaching 40 people (30.8%), followed by those aged 31-35 years as many as 36 people (27.7%). In terms of education, respondents with a bachelor's degree dominated, namely 81 people (62.3%), while those with postgraduate education were recorded as the fewest, only 5 people (3.8%). Finally, in the employment category, private employees were the largest group with 64 people (49.2%), while respondents who were not working recorded the lowest number, namely 34 people (26.2%).

Descriptive Analysis

The resulting index numbers show a lower range score of 32.5 and an upper range of 130, resulting in a range for each section of 32.5 which will be used as a list of index interpretations, namely low/not good (32.5 – 65), moderate/quite good (65.1 – 97.5) and high/good (97.6 – 130).

1. Patient Visit Decision

Table 1. Three Box Method Analysis of Patient Visit Decision Variable (Y)

Dimensions	Index	category
Problem Introduction	101.50	High
Information Search	93, 63	Moderate
Alternative Evaluation	97.88	High
Average Index of Patient Visit Decision	97.76	High

Source: Primary Data, 2024

Based on Table 1 shows the highest dimension is "Problem Recognition" with a score index reaching 101.50 in the high category and the lowest dimension is "Information Search" with a score index of 93.63 in the medium category. Overall, the average index of patient decision to visit is 97.67 in the high category.

2. Psychological Factors

Table 2. Three Box Method Analysis of Psychological Factor Variables (X1)

Dimensions	Index	category
Perception	105.13	High
Knowledge	104.25	High
Motivation	104.50	High
Attitude	102.00	High
Average Index of Psychological Factors	103.97	High

Source: Primary Data, 2024

Based on Table 2 shows the highest dimension in the psychological factor is "Perception," with a score index reaching 105.13 in the high category. The lowest dimension is "Attitude," although it is still considered high with a score of 102.00. Overall, the average index of psychological factors reaches 103.97 in the high category.

3. Social Factors

Table 3. Three Box Method Analysis of Social Factor Variables (X2)

Dimensions	Index	Category
Conformity	101.63	High
Fulfillment	101.13	High
Compliance	100.25	High
Average Index of Social Factors	101.00	High

Source: Primary Data, 2024

Based on Table 3 shows the highest dimension in the social factor is "Conformity," with a score index reaching 101.63 in the high category. The lowest dimension is "Compliance," although still high, with a score of 100.25. Overall, the average index of the social factor reaches 101.00 in the high category.

4. Brand Image

Table 4. Three Box Method Analysis of Brand Image Variable (Z)

Dimensions	Index	Category
Confession	99.63	High
Reputation	101.50	High
Affinity	99.88	High
Average Index of Brand Image	100.33	High

Source: Primary Data, 2024

Table 4 shows that the highest dimension in the brand image aspect is "Reputation," with a score index reaching 101.50 in the high category. The lowest dimension is "Recognition," which although still in the high category, recorded a score index of 99.63. Overall, the average brand image index reached 100.33 in the high category.

Table 5. Average Matrix Analysis Three Box Method

No	Variables	R	S	T	Behavior
1	Psychological factors			*	Driven
2	Social factors			*	Affected
3	Brand Image			*	Credible
4	Patient's Decision to Visit			*	Decide

Source: Data Processing Results by Researchers, 2024

Based on the table, psychological factors have a high category index, indicating that patients feel encouraged to use hospital services. Meanwhile, social factors are in the high category, indicating that patients feel influenced by the social environment and interactions that occur. On the other hand, brand image is also in the high category, indicating that the hospital is considered credible by patients. The patient's decision to visit the hospital is high, indicating that patients have the decision to visit the hospital.

Outer Model Evaluation

Convergent Validity test results for each variable in this study. All items in the tested variable construct have a loading factor value greater than 0.70, indicating that the collected data is valid and has good convergent validity. For psychological factors, all items (X1.1 to X1.8) show valid loading factor values, with the highest value in item X1.1 (0.857) and the lowest in item X1.8 (0.712). This indicates a strong contribution from psychological factors in the research model.

Furthermore, the items in the social variables (X2.1 to X2.6) also have valid loading factor values, with item X2.2 having the highest value (0.869) and item X2.3 the lowest (0.749), indicating that all social aspects tested are relevant and significant. For the brand image variable (Z1.1 to Z1.6), all items are also valid, with the highest value on item Z1.3 (0.825) and the lowest on item Z1.6 (0.733), indicating the importance of brand image in the context of this study. Meanwhile, for the patient's decision to visit variable (Y1.1 to Y1.6), all items show valid loading factor values, with the highest value on item Y1.2 (0.792) and the lowest on item Y1.6 (0.719), confirming the support of the factors tested for patient's decision to visit.

The results of the Average Variance Extracted (AVE) test for each variable, where the expected AVE value must be greater than 0.50 to be considered valid. Psychological factors have an AVE value of 0.661, indicating good validity, meaning that most of the variance in its items can be explained by the construct. Social factors show an AVE value of 0.670, confirming the relevance of this variable in explaining patient decisions. Brand image has an AVE value of 0.599, which although slightly lower than the previous two variables, still meets the validity criteria. Finally, the AVE value of 0.564 for patient visit decisions indicates that this variable is also valid in the context of the study.

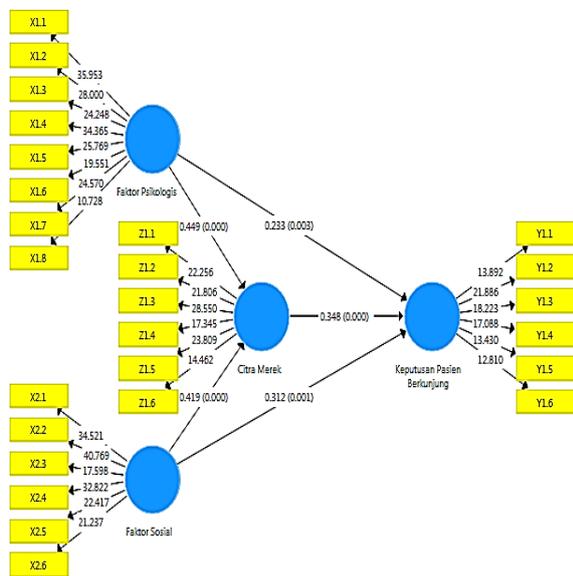
The results of the Composite Reliability and Cronbach's Alpha tests, which aim to determine the reliability of the data in this research model. This reliability test is important to assess how reliable and trustworthy the measuring instrument used is. The expected Composite Reliability (CR) value is greater than 0.7, although a value of 0.6 is still acceptable. Meanwhile, the Cronbach's Alpha value is expected to be more than 0.6. The results show that for the psychological factor variable, the Cronbach's Alpha value is 0.926 and the Composite Reliability is 0.940, both of which indicate that this variable is reliable. The social factor variable also showed good results, with a Cronbach's Alpha value of 0.901 and a Composite Reliability of 0.924, indicating that this variable is also reliable. For the brand image variable, the Cronbach's Alpha value reached 0.865 and the Composite Reliability was 0.899, indicating good reliability. Finally, for the patient's decision variable to visit, the Cronbach's Alpha value is 0.848 and the Composite Reliability is 0.886, which also indicates that this variable is

reliable. Overall, all variables in this study showed a high level of reliability, supporting the validity of the research model.

The Goodness of Fit (GoF) assessment shows two main indicators, namely the Standardized Root Mean Square Residual (SRMR) with a value of 0.074 indicating a fairly good model fit, because it is below the threshold of 0.08 and the Normed Fit Index (NFI) with a value of 0.770 indicating an adequate model fit, because the value is below the general threshold of 0.90 which is usually indicated as a good fit. It can be concluded that overall the model has a fairly good level of model fit (GoF).

Inner Model Evaluation

The construction of the structural model test path diagram in this study uses 2 exogenous variables, 1 endogenous variable, and 1 intervening variable which describes the relationship between variables as shown in the following Figure.



Picture 1. Inner Model Test Results

The results of the Determination Coefficient test show that brand image has an R-square value of 0.670 in the strong category. This value indicates that the contribution of independent variables, namely psychological factors and social factors, in explaining the variability of brand image is classified as strong with a contribution of 67%. Furthermore, the patient's decision to visit shows a value of 0.678 which is classified as strong. This value indicates that the contribution of independent variables, namely psychological factors, social factors, and brand image in explaining the variability of patient decisions to visit is classified as strong with a contribution of 67.8%.

The results of the simultaneous hypothesis test obtained F count 88.42 > F table 2.68, which means that the variables of psychological factors, social factors, and brand image simultaneously influence the patient's decision to visit with a contribution of 67.8%.

Table 6. Direct Influence Test Results

Variables	Original Sample (O)	P Values
Psychological Factors -> Brand Image	0.449	0,000
Social Factors -> Brand Image	0.419	0,000
Psychological Factors -> Patient's decision to visit	0.233	0.003
Social Factors -> Patient's decision to visit	0.312	0.001
Brand image -> Patient's decision to visit	0.348	0,000

Source: Primary Data, 2024

Discussion

The influence of psychological factors on brand image

The results of the hypothesis show that there is an influence of psychological factors on the brand image of Hermina Depok Hospital. This is interpreted to improve the brand image, so the hospital can improve the psychological factors of patients.

The results of the three box method analysis showed that the highest dimension in the psychological factor was "Perception," where patients felt that the doctor conducted a thorough examination and was able to diagnose the disease accurately. This reflects the patient's trust in the doctor's ability. In contrast, the lowest dimension was "Attitude," which although still high, showed room for improvement. Patients felt that the doctor's attitude was friendly, but the doctor's understanding of the patient's experience could be improved. Although the doctor's interaction with the patient was generally good, there is a need to improve empathy and understanding of the patient's emotional state. Overall, psychological factors contribute positively to the patient's experience, but further efforts are needed to optimize communication and understanding between the doctor and the patient.

This is in line with the theory put forward by Schiffman & Kanuk (2010), which states that psychological factors include individual responses and attitudes to stimuli from attitude objects, which are related to personal needs. Furthermore, according to Kotler & Keller (2016), psychological factors are also influenced by the living environment and past experiences, as well as anticipation for the future.

The results of the hypothesis are in line with the research Negara et al. (2020), found that psychological factors are one of the main determinants in forming customer perceptions of a service's brand image. Research by Liang et al. (2024), also found that psychological factors are closely related to the process of collecting and analyzing information, which serves as a determinant of brand image in the minds of customers.

The results of this study can be said that improving the brand image of Hermina Depok Hospital can be achieved by optimizing psychological factors, which in turn will strengthen the image of the hospital in the eyes of the public. The results of this study are very important because they show that managing psychological factors can be a key strategy in building a strong brand image for Hermina Depok Hospital. By understanding that patient perceptions of services and interactions with doctors contribute significantly to brand image,

The influence of social factors on brand image

The results of the hypothesis show that there is an influence of social factors on the brand image of Hermina Depok Hospital. This means that to improve the brand image, the hospital can improve the social factors of patients.

The results of the three box method analysis show that the highest dimension in the social factor is "Conformity," where patients feel that doctors show professionalism and are serious in responding to complaints, creating trust in the services provided. Conversely, the lowest dimension is "Compliance," which although still high, shows a lack of positive response to the obligation to re-examine. This indicates the need for improvement in increasing patient understanding of the importance of re-examination and compliance with medical advice. Overall, although all dimensions of the social factor show good performance, there is a need to improve the compliance aspect so that patients better understand and follow the doctor's recommendations.

This is in line with the theory Cialdini (2009), which states that social factors play a role in changing individual behavior through social influence. The dimensions of conformity, fulfillment, and compliance in social factors contribute to how individuals form opinions about the services received. Furthermore, Stangor & Walinga (2015), explains that social factors involve the process of changing the thoughts, feelings, and behavior of individuals by other individuals. Baron et al. (2006), adding that individuals tend to adapt to the norms established by their social environment.

The results of this hypothesis are also supported by previous research. Research Cham et al. (2022), suggests that social factors play an important role in directing individual perceptions in assessing the credibility of a service. Research Al-Hasan (2023), also emphasized that social factors directly influence hospital brand image.

This study emphasizes that patients' social interactions with family and friends have a significant impact on their perception of the hospital's brand image. Previous positive patient experiences and testimonials from satisfied patients are key to building a good brand image. Overall, this study shows the importance of strengthening social relationships and positive communication to build a strong brand image for Hermina Depok Hospital.

The influence of psychological factors on patient decisions to visit

The results of the hypothesis show that there is an influence of psychological factors on the patient's decision to visit Hermina Depok Hospital. This is interpreted to improve the image of the patient's decision to visit, so the hospital can improve the patient's psychological factors.

The results of the three box method analysis showed that the lowest dimension in the psychological factor was "Attitude," although it was still high, indicating that there was room for improvement. Although the doctors were friendly, their understanding of the patient's experience was not as strong as expected. Items reflecting the doctor's understanding of the patient's emotional condition scored lower, indicating that patients felt that the doctor did not fully understand the anxiety they were experiencing. This could affect the emotional support that patients needed during the treatment process.

This is in line with the theory put forward by Schiffman & Kanuk (2010), psychological factors include individual responses and attitudes to stimuli from attitude objects, which are related to personal needs. Kotler & Keller (2016), also emphasized that psychological factors

are not only influenced by current conditions, but also by past experiences and anticipation for the future. In addition, Peter & Olson (2010), psychological factors include the psychological state of an individual that can influence behavioral intentions. Blackwell et al. (2006), adding that psychological factors are influences that arise from within the individual and greatly influence their intention to behave.

The findings of this study are also supported by research Gil & Choi (2019), stated that psychological factors are closely related to patient motivation and perception in recognizing their needs, which directly influences their decision to choose a hospital. Research Vainikka (2022), also shows that psychological factors serve as a foundation that determines individual behavior. Research Bellio & Buccoliero (2021), also shows that psychological factors have a big influence on patient decisions in choosing a hospital.

The results of this study indicate that a deep understanding of patient psychological factors is key to creating a positive experience that drives the decision to visit. Hospitals can focus on effective communication and building strong relationships with patients so that they feel cared for and understood. This effort will not only improve patient decisions, but also their satisfaction and loyalty in the long term.

The influence of social factors on patient's decision to visit

The results of the hypothesis show that there is an influence of social factors on the patient's decision to visit Hermina Depok Hospital. This is interpreted to increase the patient's decision to visit, so the hospital can improve the patient's social factors.

The results of the three-box method analysis showed that the lowest dimension in the social factor was "Compliance," although still high, indicating potential for improvement. Although doctors recommend regular check-ups, patients are less responsive to the requirement for re-checks. Low scores on this item indicate that patients may not understand the importance of re-checks or are less motivated to follow the advice. To address this issue, hospitals can improve communication about the benefits of re-checks. Through better education and empathetic interactions, doctors can help patients understand the value of regular check-ups, thereby improving compliance and overall health outcomes.

The results of this study are in line with the theory expressed by Cialdini (2009), which states that social factors function as an effort to change individual behavior. This social influence creates beliefs within individuals to determine their behavior, including in the context of choosing health services. Baron et al. (2006), emphasizes that social factors can change individuals' attitudes, beliefs, convictions, and perceptions. Blackwell et al. (2006), adding that social factors function as norms that can direct individuals to one attitude.

These findings are also supported by research Singh et al. (2022), found that one of the factors that drives patients in determining their choice of choosing a hospital is a social factor. This is also supported by research Shah et al. (2021), shows that social factors are closely related to patient needs for a service. Research Zhang et al. (2020), added that social factors shape patient intentions, which greatly influence their decisions in choosing a hospital.

The results of this study emphasize the importance of strengthening social factors and increasing patient compliance with medical recommendations. In this way, hospitals can not only improve patients' decisions to visit, but also foster greater trust and loyalty to health services.

The influence of brand image on patient's decision to visit

The results of the hypothesis show that there is an influence of brand image on patient decisions to visit Hermina Depok Hospital. This is interpreted to increase patient decisions to visit, so the hospital can improve the positive image of the hospital.

The results of the three box method analysis show that the lowest dimension in brand image is "Recognition," although still high, indicating opportunities for improvement. Although patients recognize the complete medical facilities and the hospital's commitment to satisfaction, the score for this dimension is lower than the others. This indicates that not all patients feel completely satisfied, perhaps due to a lack of effective communication about service quality or a gap between expectations and experiences. To improve the recognition dimension, Hermina Depok Hospital can focus on better communication strategies to highlight facilities and services, and ensure patients feel heard and appreciated. Improvement in this dimension will strengthen brand image and patient loyalty.

The results of this study are in line with the theory Aaker (2009), which explains that brand image is the value or reputation of a brand as perceived by customers. This image plays an important role in directing customer choices. Kotler & Keller (2016), also emphasized that brand image perception forms beliefs and impressions in the minds of individuals, which then influence their intentions to make decisions, including choosing a hospital. Schiffman & Kanuk (2010), states that brand image is a collection of associations embedded in the minds of customers and serves as a basis for decision making.

These findings are supported by research Vimla & Taneja (2021), emphasized that building a good reputation is an important step in determining the brand image of the service in the minds of patients, which ultimately influences their decision to visit the hospital. The study Mandagi et al. (2024), also supports this finding by stating that brand image has a direct influence on the decision to visit. The study Rihayana et al. (2022), adding that brand image generally influences customer decisions.

The results of this study emphasize that improving the brand image of Hermina Hospital through effective recognition and communication will contribute to patients' decisions to visit. Building a good reputation and meeting patient expectations are key steps in strengthening loyalty and trust in hospital services.

The simultaneous influence of psychological factors, social factors, and brand image on patient's decision to visit

The results of the hypothesis show that there is a simultaneous influence of psychological factors, social factors, and brand image on patient decisions to visit Hermina Depok Hospital. This means that to improve patient decisions to visit, the hospital can improve psychological factors, social factors, and brand image.

The results of the hypothesis in this study strengthen the theory put forward by Kotler & Armstrong (2014), which states that purchasing decisions are behaviors in choosing the most

preferred brand from various alternatives, taking into account the needs and customer assessments of perceived quality. In this context, the dimensions of problem recognition, information search, and alternative evaluation are very relevant, because patients tend to seek information and evaluate various options before deciding to visit a hospital.

The results of this study are in line with the findings of various previous studies which show that consumer behavior in fulfilling their needs is influenced by a number of factors, including personal, psychological, social and cultural factors (Shukla, 2022). Research by Cetinã et al. (2021), also emphasized that consumer decisions to purchase are greatly influenced by psychological and social factors. In the context of hospital selection, research Bahadori et al. (2019), found psychological factors serve as the motivation underlying patient decisions. Research Dealey (2021), found that social factors, such as referrals from the surrounding community, play an important role in influencing patient choices. The study Ali et al. (2019), showing the brand image of the healthcare services offered is key in determining the reputation of the hospital and serves as the main foundation that influences the patient's decision to choose a hospital.

The results of this study indicate that good management of these three factors will greatly influence patients' decisions to visit the hospital. Hospitals that are able to understand and implement strategies that focus on patient needs, as well as build a positive image, will be more successful in attracting and retaining patients. In addition, it is important to continue to evaluate and adjust based on patient feedback to ensure that the services provided are always relevant and of high quality.

Conclusion

The conclusion of this study shows that psychological, social, and brand image factors simultaneously have a significant influence on patient decisions to visit Hermina Depok Hospital, contributing 67.8%. Both psychological and social factors influence brand image, which in turn impacts patient decisions. In addition, brand image is the most dominant variable in increasing patient decisions.

The managerial implications of this study indicate that Hermina Depok Hospital needs to make improvements in several areas to improve patient's decision to visit. First, in psychological factors, management should focus on additional training for doctors and medical staff on empathy and better communication with patients. Second, for social factors, marketing management needs to implement community education programs on the importance of health and adherence to treatment in order to improve social norms that support patient adherence. Third, related to brand image, management should also implement marketing strategies that emphasize service quality, patient safety, and satisfaction to build a positive image of the hospital.

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