



The Influence of Brand Image and Patient Experience on Patient Decision to Do Medical Check-Up in Siloam Sentosa Hospital and Consumer Motivation as an Intervening Variable

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Abstract. *Siloam Sentosa Hospital always tries to provide a service that is appropriate to the expectations based on feedback from SOFAS and MCU Siloam Sentosa Hospital revenue has problem and doubtful from patient recommended MCU Service to acquaintance. The Goals is research correlation and interaction between of Brand Image, Patient Experience, patient decision do medical check up and motivation consumer in Siloam Sentosa Hospital in 2022. Using categorical research with analytical method of study (explanatory student) using the design of cross-sectional research. From Correlation test the result is $> 0,5$, it shows that independent variables giving the connection correlation. The result of Anova test there's significant relation simultaneously from Brand Image, Patient Experience and Consumer Motivation as intervening variable to decision patient do MCU. Dari hasil uji t maka disimpulkan variabel dependen dan independen memiliki hasil yang signifikan Hasil tersebut menunjukkan bahwa Brand image, Patient Experience, dan Motivasi konsumen sebagai variabel intervening memiliki pengaruh positif dan signifikan terhadap keputusan pasien melakukan MCU di Rumah Sakit Siloam Sentosa. The result from T test, concluded dependent and independent variable has significant result. It shows Brand Image, Patient Experience and Consumer Motivation as intervening variable have a positive influence and significant to patient decision do MCU in Siloam Sentosa Hospital.*

Keywords: *Brand Image; Consumer Motivation; Medical Check-Up; Patient Experience; Siloam Sentosa Hospital.*

1. INTRODUCTION

Medical Check-Up (MCU) services are healthcare services aimed at conducting comprehensive health examinations on individuals, whether they are healthy or showing symptoms of illness. MCU services generally involve a series of tests and examinations, such as physical examinations, laboratory tests (like blood and urine), imaging examinations (like X-rays or ultrasounds), as well as evaluations of health history and lifestyle. This service can be provided by hospitals, health clinics, or other health centers. RS Siloam is committed to improving public health through various quality healthcare services. MCU services are one of their efforts to detect potential health problems early, so that they can provide appropriate interventions and effective prevention.

Based on the graph below, during the year 2022, it shows that the target patient visits to the MCU of Siloam Sentosa Hospital expected by the Siloam corporate side were not achieved in several months by the MCU unit of Siloam Sentosa Hospital. This is evident from the instability in the number of patient visitors not meeting the target, such as from February to June 2022, although there was an increase at the end of the year as company activities, both internal and external, collaborated with the MCU of Siloam Sentosa Hospital for the health maintenance of the company's employees.

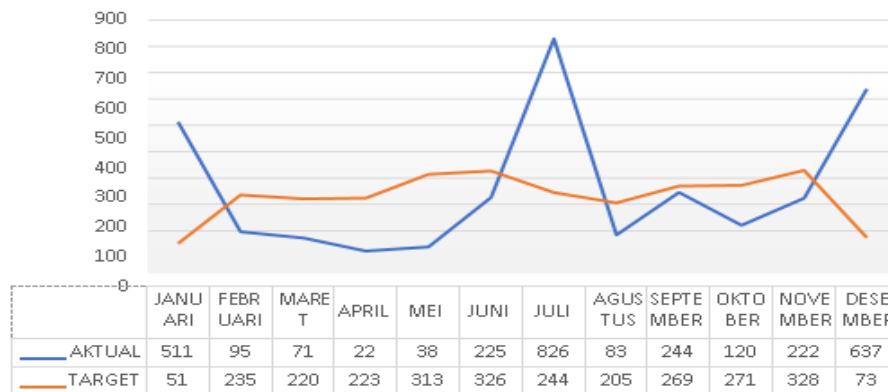


Figure 1. Number of MCU Patients at Siloam Sentosa Hospital in 2022.

Here is the number of MCU patient categories at Siloam Sentosa Hospital in 2022, who registered personally, through companies, and registered online.

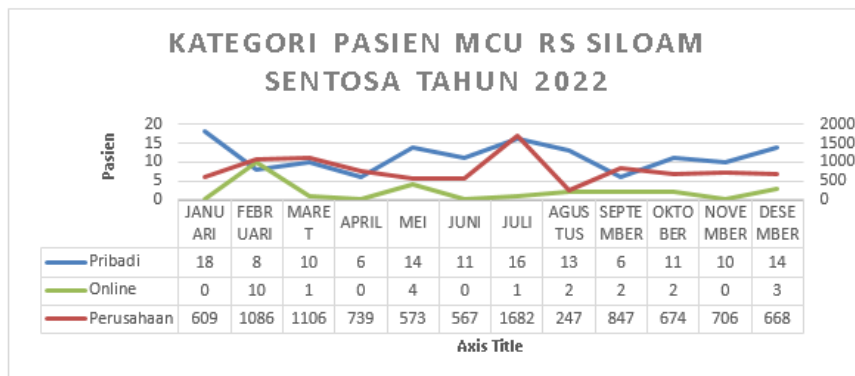


Figure 2. Category of MCU Patient Registration at Siloam Sentosa Hospital in 2022.

Based on the data above, it provides an overview that the category of patients who register for MCU at Siloam Sentosa Hospital is more through companies compared to patients who register personally or patients who register online. A significant increase at the beginning, middle, and end of the year for the category of patients from companies as a form of employee health maintenance, both from Siloam and companies that collaborate with the Medical Check-Up at Siloam Sentosa Hospital every year. For the category of registration programmed by

Siloam, namely online registration, it is difficult and not well understood by patients who are used to coming directly to the Medical Check-Up at Siloam Sentosa Hospital, which is very evident from the graph above and supported by the graph of Online Revenue MCU sales at Siloam Sentosa Hospital.

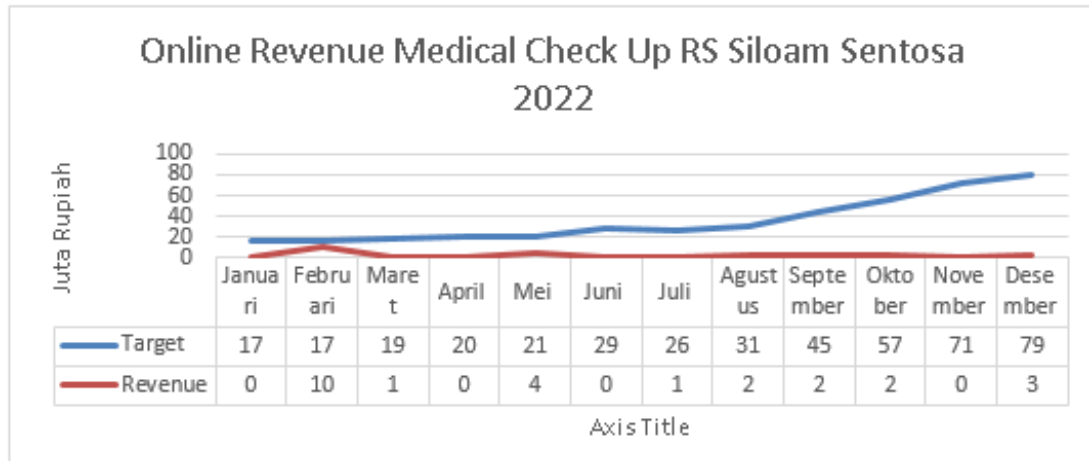


Figure 3. Online Revenue MCU Siloam Sentosa Hospital in 2022.

The image above shows that the online revenue target planned by Siloam Corporation did not achieve significant results. The above illustration clearly shows that for a year, none of the monthly minimum targets were met due to the requirement of using a mobile device by only one person, while most patients coming to the MCU at RS Siloam Sentosa have one or two mobile devices used collectively within a family. Most people around RS Siloam Sentosa often come directly to the MCU unit at RS Siloam Sentosa with packages already informed by family members or close relatives.

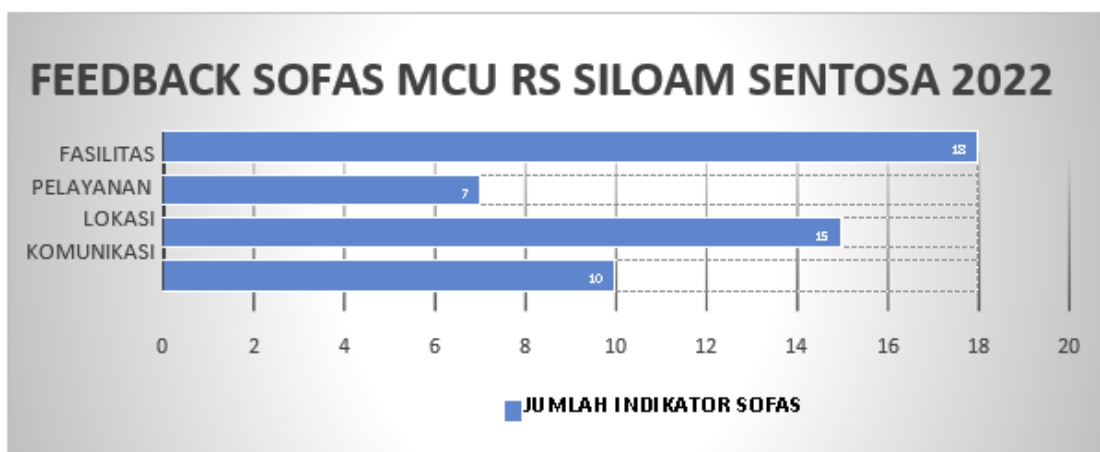


Figure 4. Patient feedback with SOFAS.

The illustration in the graph above is related to Patient Feedback using the SOFAS Application. The purpose of using this application is to identify the strengths and weaknesses perceived by patients, starting from their first contact experience with the receptionist to the education provided by the doctor during the Medical check-up. The depiction on the SOFAS application graph for the year 2022 shows the highest number of complaints, totaling 18 from MCU patients, who reported issues with the facilities used by patients such as the radiology machine, treadmill, and audiometry machine, which were either non-operational, damaged, or took a long time to complete the examination process. Patients complained about the location in SOFAS, stating that service areas such as the radiology room and blood sample collection should be separate, and they still have to wait together with sick patients, with procedures being carried out in order along with sick individuals. Based on patient feedback regarding the service, patients do not feel a sense of exclusivity as they are not accompanied from the beginning of the examination process, such as changing clothes, filling out forms while waiting for the examination. Nurses only instruct patients to wait in the waiting room according to their queue number and often leave patients to attend to other outpatient services. For the least number of complaints, there were seven complaints reviewed from the communication aspect. Patients complained that the administrative staff did not explain in detail the packages received by the patients for a price that the patients considered quite expensive, the interaction between the staff and patients was brief, patients felt that the customer service only had limited knowledge about the medical check-up health examination, and the communication from the healthcare staff towards the patients was not friendly.

This serves as the basis for the researchers to conduct the study "**The Influence of Brand Image and Patient Experience on Patient Decision to Do Medical Check-Up in Siloam Sentosa Hospital and Consumer Motivation as an Intervening Variable.**" By analyzing the influence of brand image and patient experience on patient decisions, patients who visit the MCU at Siloam Sentosa Hospital directly and those who come through online channels have an advantage in choosing the MCU services at Siloam Sentosa Hospital and are motivated to return as patients.

2. THEORETICAL STUDY

A. The Patient Decision Do Medical Check Up

According to Engel (2001), consumer behavior is the activities of individuals directly involved in obtaining, consuming, and producing goods and services, including the decision-making process in the preparation and determination of these activities. According to Mowen

and Minor (2002), consumer behavior is defined as the study of the buying unit and the exchange process that involves the acquisition, consumption, and disposal of goods and services, as well as experiences and ideas. Another opinion states that consumer behavior is an action directly involved in acquiring, consuming, and disposing of products and services, including the decision-making process that precedes and follows these actions. The term consumer behavior is closely related to objects whose study is directed towards human problems. According to Schiffman and Kanuk (2004), a marketer must be able to understand and predict consumer behavior regarding matters related to the products purchased by consumers, the reasons for buying, the time, place, method, and quantity purchased.. According to Olson (2004), consumer behavior is a dynamic interaction between affection and cognition, behavior, and the environment in which humans engage in exchange activities in the lives of others.

According to Kotler and Armstrong (2001), it is the stage in the purchasing decision-making process when consumers actually make the purchase. Decision-making is an individual process that is directly observed in the selection and use of the offered goods. Another definition of a buyer's decision is about the preferred brand. The purchase decision is a decision-making process regarding a purchase that includes determining what will be bought or not making a purchase. Howard Sheth (1969) states that consumer decisions in buying and consuming products and services are influenced by four main elements, namely: (a) Input: This input variable consists of stimuli present in the consumer's environment. These stimuli include commercial stimuli, which are significant stimuli in the form of brands, and symbolic stimuli that encompass aspects related to the company's advertising activities. (b) Hypothesis Formation: This is the internal process of the consumer, which describes the relationship between input and purchase output. (c) Output: The response variable in the form of the decision to purchase. The goal is the tendency of consumers to buy their most preferred brand (d) Exogenous Variables: These exogenous variables include the importance of the purchase, personality traits, financial status, time constraints, social and organizational factors, social class, and culture.

B. Medical Check Up / Mcu

Djojodibroto, R., (2001) revealed that a medical check-up is a comprehensive health examination to determine a person's health. Several diseases can be detected early through a medical check-up, various degenerative diseases such as high blood pressure, stroke, diabetes, cancer, liver and heart disorders, which are often associated with lifestyle. Medical check-ups

are usually conducted periodically for disease prevention and also for recovery from illness. According to Mulyawati, Imelda., Et al, (2019), in the development of increasingly complex societal needs, accompanied by the rapid growth of the economy, MCU now serves not only individual participants but also participants from companies and insurance with various needs from these institutions. The need for Medical Check-Up health examinations is conducted at least once a year if the patient does not have a history of congenital/previous diseases. In addition to being a form of preventive measure, the MCU activities are conducted for patients before starting work, entering school, entering education, or periodic examinations for certain professions such as radiologists, pilots, and workers exposed to noise. For a Medical Check-Up, it generally consists of anamnesis, physical examination, supporting examinations, and laboratory tests. After the examination, a consultation will be conducted once the results have been compiled and conclusions have been drawn for the patient. This allows the patient to consult with a doctor for further examinations with the necessary specialists. (Santoso, Slamet Sudi, 2016).

C. Brand Image

According to David Aaker (1991), consumers are more likely to buy products with well-known brands because they feel more comfortable with familiar things, there is an assumption that well-known brands are more reliable, always available and easy to find, and have unquestionable quality, so more well-known brands are more often chosen by consumers than unknown brands. According to Kotler and Keller (2017), brand image is the consumer's response to the company's overall offering. Brand image arises from experiences and communication efforts until evaluation or development occurs in one or both of these aspects.

According to Schiffman and Kanuk (2007), brand image is a collection of associations regarding a brand that is stored in the minds or memories of consumers. According to Jean-Noël Kapferer in his book "Strategic Brand Management" (1997), brand image is defined as the mental picture formed in the minds of consumers about a brand. emphasizing the importance of managing brand image well in order to differentiate oneself in the market and build consumer loyalty. According to Park and Jaworski (1986), brand image is defined as a collection of associations linked in the minds of consumers related to the brand. Brand image not only consists of product characteristics but also involves emotional and symbolic elements that shape perception.

D. Patient Experience

According to the Beryl Institute, patient experience is the overall interaction shaped by the organizational culture that influences patients' perceptions across the entire continuum of care. It encompasses various interactions that patients have with healthcare facilities, including their care, which can uncover information from patients about what actually happens when they receive certain services at healthcare facilities. With patient experience, aspects considered important by patients can be measured or issues that can improve service quality can be identified. According to Bowling et al. (2012), patient experience is a direct personal observation of the healthcare services received. Expectations of the experience include cleanliness, service information, comfort and timeliness of service appointments, timely examinations, choice of doctors and assisting staff, clear and understandable explanations from doctors, involvement in treatment decisions, respectful doctors, receiving advice on health or health conditions, information about causes, condition management, and information about the benefits or effects of treatment, as well as receiving opportunities or discussions about issues. Wolf (2016) argues that the patient experience is assessed as 6 (six) active steps of the patient in the care journey process. This starts from the patient's perception of the hospital's image, the patient arriving at the hospital, registering at the admissions department, receiving inpatient care, receiving treatment, and leaving the hospital.

According to Don Berwick (2009), patient experience is the overall interaction of patients with the healthcare system. Patient experience encompasses how patients feel and evaluate every aspect of the care they receive, from the accessibility of services to the quality of interactions with medical staff. According to Lucian Leape (2011), patient experience is the perception and interaction of patients with the healthcare system, including all aspects that influence their feelings and views towards the care received. Patient experience involves not only clinical outcomes but also important elements such as: Communication, Safety and Quality, Patient Engagement, Care Environment. Improving the patient experience is a key step in enhancing the overall safety and quality of healthcare.

E. Motivation

Maslow's theory posits that humans are always inclined to desire something, and what they desire depends on what they already have. Maslow proposed that there are five different levels of needs that people have to seek satisfaction for their basic needs. Herzberg's theory suggests that what makes people happy is based on what they do or how they are utilized, and what makes people unhappy is how they are treated. There are two types of

factors that drive a person to strive for satisfaction and steer clear of dissatisfaction. These two factors are called hygiene factors (extrinsic factors) and motivator factors. (faktor intrinsik).

According to Vroom, the level of motivation is determined by three components, namely (a) Expectation (hope) of success in something. Expectation is defined as a momentary belief regarding the likelihood that a certain action will be followed by a certain outcome. (b) Instrumental, which is the assessment of what will happen if one succeeds in doing something. (c) Valence, which is the response to the instrumental in the form of positive, neutral, or negative feelings. Clayton Alderfer's ERG Motivation Theory is based on human needs for existence, relatedness, and growth. Alderfer posited that if higher-level needs are not or cannot be met, humans will revert to a flexible movement of need fulfillment over time and across situations. David McClelland's Motivation Theory views motivation as a driving force that influences individual behavior, which is related to specific needs. He developed the famous need theory, which identifies three main needs that motivate human behavior: (a) Need for Achievement (nAch), (b) Need for Affiliation (nAff), (c) Need for Power. (Need for Power - nPow)

F. Relations Between Variable

Based on phenomena, theoretical studies, and several previous studies described above, the framework of thought and hypotheses in this research is as follows:

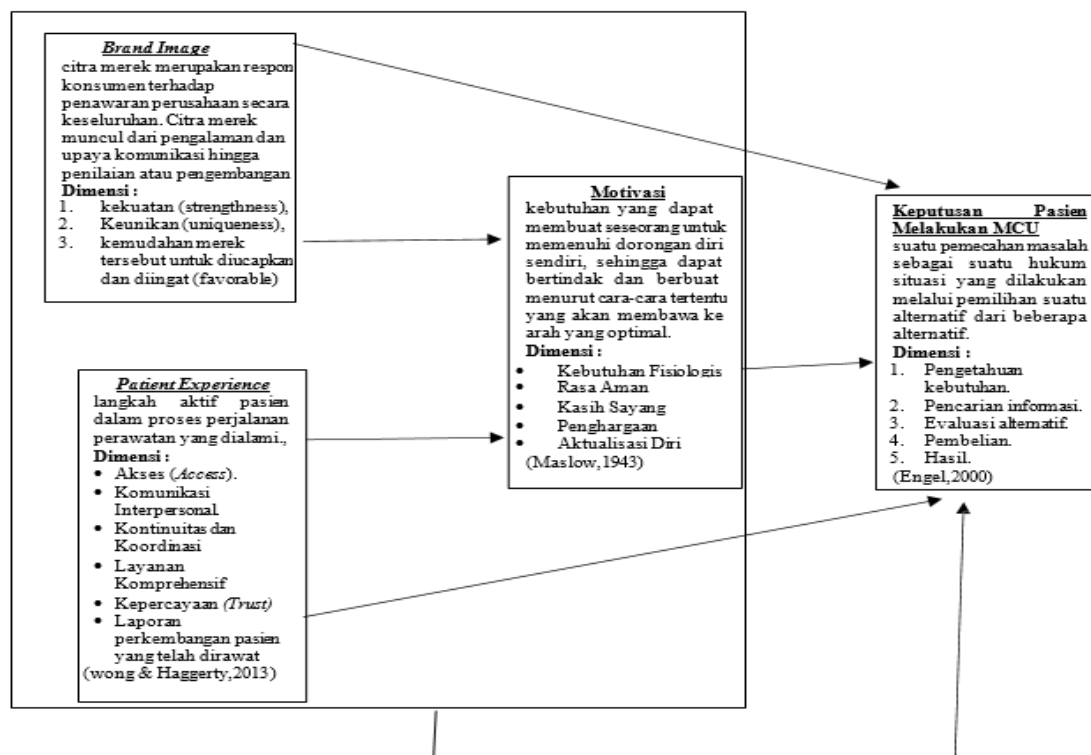


Figure 5. Relationships Between Variables.

H1, Brand Image affects the motivation of patients at Siloam Sentosa Hospital. **H2**, Patient Experience affects the motivation of patients at Siloam Sentosa Hospital. **H3**, Brand Image affects the decision of patients to undergo MCU at Siloam Sentosa Hospital. **H4**, Patient Experience affects the decision of patients to undergo MCU at Siloam Sentosa Hospital. **H5**, Motivation has a positive influence on patient decisions. **H6**, Brand Image, Patient Experience, and Motivation have a positive and significant influence on Patient Decisions. **H7**, Brand Image has a positive influence on Patient Decisions with patient motivation as an intervening variable. **H8**, Patient Experience has a positive influence on Patient Decisions with patient motivation as an intervening variable.

3. METODE

The research was conducted at Siloam Sentosa Hospital, with the research area in the Medical Check-up room of Siloam Sentosa Hospital. The research was conducted from March to December 2023. The variables in this study include two independent variables (X), namely brand image (X1), Patient Experience (X2), and the intervening variable motivation (Z). Meanwhile, the dependent variable is the patient's decision to undergo an MCU. (Y). This research is a quantitative study with an analytical research method (explanatory study) using a cross-sectional research design. The population in this study consists of patients who will undergo a Medical Check-Up at Siloam Sentosa Hospital and have completed the examination process up to the explanation of the Medical Check-Up results, totaling 82 samples determined using the G power application. The samples in this study are several patients who undergo a medical check-up at Siloam Sentosa Hospital over the course of one month. Therefore, the samples will be selected based on the inclusion criteria, which are adult patients who undergo MCU examinations at Siloam Sentosa Hospital either independently or through referrals from other health facilities or companies. The exclusion criteria are (a) pediatric MCU patients accompanied by parents and (b) prospective MCU patients who inquire about MCU services at Siloam Sentosa Hospital. The questionnaire was constructed based on an ordinal Likert scale according to the variables of each response deemed most appropriate by the respondents, assigning a value or score to the available answers. The descriptive statistical analysis of this study uses the three box method to examine the results of multiple linear regression analysis using the T-test and F-test.

4. RESULT AND DISCUSSION

A. Respondent Characteristics

Based on the questionnaire results, the characteristics of the respondents in this study are mostly male, working as private employees (37.8%), aged between 18-21 years (43.9%), with the majority having a high school education (57.3%). This indicates that the majority of the male respondents who undergo medical check-ups are still young for work purposes, as they are placed in their job positions.

B. Research Instrument Test

Based on the validity test results, it is known that the range of r-count values > 0.30 . Therefore, it can be concluded that all statements in all variables are valid. Based on the measurement test results, it shows that all dimensions and variables have a Cronbach's Alpha value ≥ 0.70 . Thus, the variable meets the requirements of validity and reliability.

Table 1. Validity Test.

Variabel	Cronbach Alpha	Conclusion
Brand Image	0,872	Reliabilitas
Patient Experience	0,907	Reliabilitas
Motivasi	0,927	Reliabilitas
Patient Decision	0,914	Reliabilitas

C. Descriptive Analysis

This analysis uses index analysis to obtain the tendency of respondents' answers to each variable, which will be based on the average score (index) categorized within the score range according to the three box method calculation. The highest index value for the brand image variable is found in statement X11, which respondents consider the best: "The environment of the medical check-up service installation at Siloam Sentosa Hospital is very clean." Meanwhile, the lowest index value for this variable is in statement X2: "Patients trust the quality of healthcare services at Siloam Sentosa Hospital." This indicates that there is a need to improve the quality of healthcare services at Siloam Sentosa Hospital, particularly in the medical check-up section.

For the patient experience variable, the highest index score is found in statement X13, which has the highest value from respondents: "Siloam Sentosa Hospital always provides reports on the results and progress of patients after undergoing a medical check-up." Meanwhile, the lowest value is found in statement X10, which states: "Siloam Sentosa Hospital has good system support in conducting medical check-ups." This is experienced as the lowest value by respondents as patients and indicates a need for improvement in the system used by the medical check-up unit as well as the system during patient examinations.

In the motivation variable, the highest score index was obtained by statement Z5 with the statement "I will not switch to another hospital for a medical check-up," which was accepted by the majority of respondents. The lowest score index in the Z10 variable was the statement "I do my medical check-up at Siloam Sentosa Hospital because the doctors and nurses have good experience," indicating that patient respondents feel that the medical check-up health staff do not yet have good experience when conducting medical check-ups.

For the variable of patients' decision to undergo an MCU, the highest score index was obtained from statement Y4, which is "The doctors and nurses handling the medical check-up services at Siloam Sentosa Hospital have good experience." The majority felt that patients see the medical check-up services at Siloam Sentosa Hospital as having good experience, from explaining the examination to completing the examination and providing education about the examination. The lowest score index in the Y2 variable was the statement "All my family always undergo medical check-ups at Siloam Sentosa Hospital," indicating that the majority of respondents still doubt recommending medical check-up services to family and relatives.

D. Normality Test

To be analyzed using parametric statistics or nonparametric statistics. This test aims to determine whether a regression equation model follows a normal distribution or not. If the results indicate a normal distribution, then the analysis used is of the parametric statistical type. Conversely, if the results indicate a non-normal distribution, then the analysis used is of the non-parametric statistical type.

Table 2. Normality Test.
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		82
Normal Parameter	Mean	,0000000
	Std. Deviation	2,30823698
Most Extreme Differences	Absolute	,091
	Positive	,091
	Negative	-,066
Kolmogorov-Smirnov Z		,824
Asymp. Sig. (2-tailed)		,506

Based on the normality test table using the Kolmogorov-Smirnov test, it can be concluded that the Sig. value of 0.506 (Sig. > 0.05) means that parametric statistical analysis using multiple linear regression can be continued and is valid.

E. Multikolinearity Test

The multicollinearity test aims to determine whether there is inter-correlation (a strong relationship) among independent variables using the tolerance and VIF (Variance Inflation Factor) methods. If the tolerance value > 0.10 , multicollinearity does not occur, or if the VIF value < 10.00 , multicollinearity does not occur.

Table 3. Multicollinearity Test.

Variable	Collinearity Statistics	
	Tolerance	VIF
1 Brand Image	0,184	5,427
2 Patient Experience	0,496	2,015
3 Motivation	0,203	4,935

Based on the table above, it is known that all independent variables have a VIF value < 10 , which means there is no multicollinearity, making the regression model suitable for use in this research.

F. Heteroskedity Test

The heteroscedasticity test is used to determine whether there is a similarity in the variance of residuals (error values) from the observation values of a model. A good model is one that does not exhibit heteroscedasticity. (Ghozali, 2016). One way to determine the presence or absence of heteroscedasticity in a multiple linear regression model is by examining the scatterplot graph or the predicted values of the dependent variable, SRESID, against the residual error, ZPRED. Thus, the basis for decision-making to determine the presence or absence of heteroscedasticity according to (Ghozali, 2016). The results of the heteroscedasticity test with the scatterplot graph indicate that there is no clear pattern and the points are spread above and below the 0 mark on the Y-axis, which means there is no heteroscedasticity. Thus, it can be stated that the assumption test is fulfilled.

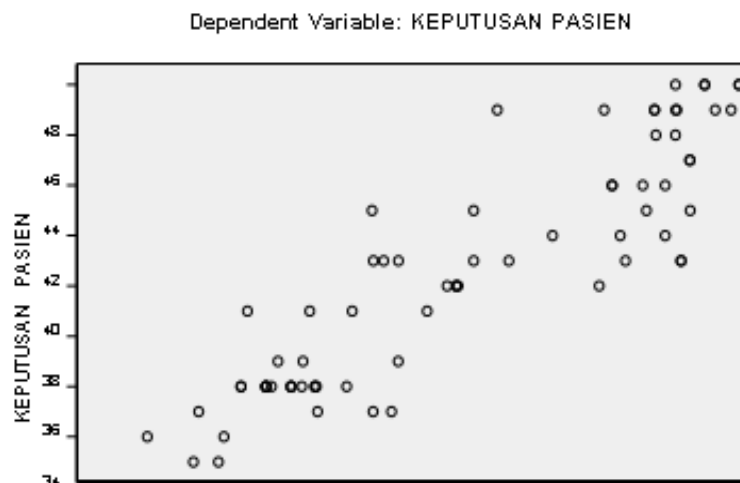


Figure 6. Scatter Plot Heteroskedastisitas Test.

G. Hypothesis Test

The data analysis used is Multiple Linear Regression. This model is chosen to determine the extent of the influence of independent variables on the dependent variable, both partially and collectively. Before the regression model is used to test the hypothesis, hypothesis testing is first conducted. After all the requirements for examining a regression model have been met, the next step to determine whether the hypothesis proposed in this study is accepted or not is to conduct data analysis using the F-test (simultaneous test of all variables) and the T-test (partial test) at the $\alpha = 5\%$ significance level.

Table 4. Multiple Regression Analysis and Coefficients.

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1498,241	3	499,414	103,56	0,000 ^a
	Residual	376,149	78	4,8222		
	Total	1874,390	81			

Based on the results of the multiple regression test above, it can be interpreted as follows:

- 1) The magnitude of the influence of Brand Image on patient decisions with a β_1 value of 0.443 is very significant. This value means that for every one-time increase in the brand image variable, the decision of patients to undergo MCU at Siloam Sentosa Hospital will increase by 0.443 points.
- 2) The β_2 value is 0.146. This value means that for every one-time increase in the patient experience variable, the decision of patients to undergo MCU at Siloam Sentosa Hospital will increase by 0.146 points.
- 3) The constant value is 1.577 and the Z value is 0.376. This value means that for every one-time increase in the motivation variable, the decision of patients to undergo MCU at Siloam Sentosa Hospital will increase by 0.376 points.

Table 5. t Statistic Test.

	Model	Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	1,577	2,397	0,658	0,512
	Brand Image	0,443	0,127	3,479	0,001
	Patient Experience	0,146	0,064	2,268	0,026
	Motivation	0,376	0,111	3,390	0,001

Based on the table above, the calculated t-values can be interpreted as follows: 1) Brand image has a positive and significant influence on patients' decisions to undergo MCU at Siloam Sentosa Hospital, with a value of 3.479 and a significance value of 0.001, which is < 0.05 . 2) Patient experience has a positive and significant influence on patients' decisions to undergo MCU at Siloam Sentosa Hospital, with a value of 2.268 and a significance value of 0.025, which is < 0.05 . 3) Motivation has a positive and significant influence on patients' decisions to undergo MCU at Siloam Sentosa Hospital, with a value of 3.390 and a significance value of 0.001, which is < 0.05 .

H. Path Analysis Test

Intervening testing, namely testing whether Patient Motivation (Z) significantly intervenes in the influence of Brand Image (X1) and Patient Experience (X2) on the Patient's Decision to Undertake MCU (Y). Intervening testing was carried out using the Sobel Test.

Table 6. Sobel Brand Image Test Results on Patient Decisions with Patient Motivation as an Intervening Variable.

	Brand Image	Test Statistic	p-Value
a	0,914		
b	0,376	3.254	0.001
Sa	0,078		
Sb	0,111		

Based on the calculations above, the ρ -Value value is $0.001 < 0.05$ and the statistical test value is $3,254 > 1.96$, so it can be concluded that the Brand Image variable (X1) has a significant influence on the patient's decision to carry out MCU (Y) with Patient Motivation (Z) as an intervening variable.

Table 7. Sobel Patient Experience Test Results on Patient Decisions with Patient Motivation as an Intervening Variable.

	Brand Image	Test Statistic	p-Value
a	0,072		
b	0,376	1.052	0.292
Sa	0,065		
Sb	0,111		

Based on the calculations above, the ρ -Value value is $0.292 > 0.05$ and the statistical test value is $1,052 < 1.96$, so it can be concluded that the Patient Experience variable (X2) does not have a significant influence on the patient's decision to carry out MCU (Y) with Patient Motivation (Z) as an intervening variable.

5. DISCUSSION

A. The simultaneous influence of Brand Image, Patient Experience, and Motivation on patients' decisions to undergo MCU at Siloam Sentosa Hospital

The results of this study indicate that Brand Image (X1), Patient Experience (X2), and Motivation (Z) simultaneously affect the patient's decision to undergo a Medical Check-Up (Y) at Siloam Sentosa Hospital. The research findings align with the study by Achadi Anhari in 2024, where out of eight articles obtained, six articles stated that the hospital's brand image has a significant influence on patients' decisions to choose and utilize services at the hospital, while two other articles mentioned that the hospital's brand image does not have a significant

influence on patients' decisions to choose and utilize services at the hospital. The hospital's brand image can affect patients' decisions in choosing and utilizing the services available at the hospital because the hospital's brand image can shape perceptions and build confidence in patients' memories. Based on the Three Box Method analysis regarding the brand image variable, the average index score falls within the high category. This average result indicates that the brand image of MCU RS Siloam Sentosa has good recognition among patients undergoing MCU at RS Siloam Sentosa. The Three Box Method analysis for the patient experience variable, with a high average result, shows that patients have a good experience when undergoing MCU examinations. The motivation variable is considered to play an important role in the Three Box Method analysis as an intervening variable.

B. The influence of Brand Image on patients' decisions to undergo MCU at RS Siloam Sentosa

The results of this study indicate that Brand Image (X1) has a positive and significant effect on patients' decisions to undergo MCU (Y) at Siloam Sentosa Hospital. These findings are consistent with the research conducted by Tri Okta Ratnaningtyas in 2023, which shows a significant relationship between perceptions of brand image and the decision to reuse inpatient services at RSU Kota Tangerang Selatan. Based on the research findings, it can be explained that patients will recommend the reuse of services at the hospital if the factors motivating patients are met. Then, it is also in line with the research conducted by Nurliyah in 2022, which showed that the brand image variable that affects patient decisions is the physical environment. Other research that aligns with the author's findings includes the study by Karmita et al. in 2021, which found that there is an influence between Corporate Identity and patient decisions to use healthcare services at RS. dr. Tadjuddin Chalid in 2020; (2) There is an influence between the Physical Environment and patient decisions to use healthcare services at RS. dr. Tadjuddin Chalid in 2020; (3) There is an influence between Contact Personnel and patient decisions to use healthcare services at RS. dr. Tadjuddin Chalid in 2020; and (4) There is an influence between Service Offering and patient decisions to use healthcare services at RS. dr. Tadjuddin Chalid in 2020.

C. The Influence of Brand Image on Patients' Motivation to Undergo MCU at Siloam Sentosa Hospital

The results of this study indicate that Brand Image (X1) has a positive and significant effect on patients' motivation to undergo MCU (Z) at Siloam Sentosa Hospital. The results of this study are in line with the research conducted by Khaerudin, Azhar in 2022, which indicates that in the aspect of motivation, the agree category has a high frequency. This can be concluded that students of sports science at Universitas Mercu Buana Yogyakarta express the motivation to purchase Nike brand image products because Nike brand image products have good quality and are made with high-quality materials, thus meeting the needs of sports science students at Universitas Mercu Buana Yogyakarta when they purchase Nike brand image products. Nike brand image products are also very durable, so they can be used for a long time and meet their promises. Research with similar results was conducted by Lailia, Faradina Nur, et al. in 2012, which found that the multiple correlation coefficient for the relationship between the brand image variable (X1), motivation (X2), and school choice decision (Y) had an R coefficient of 0.583. To interpret the multiple correlation, look at the R value; the closer it is to 1, the stronger the correlation. This means that the brand image variable, motivation variable, and school choice decision variable have a fairly strong or high positive relationship. So, there is a relationship between the school's brand image and students' motivation with the decision to choose a school.

D. The influence of Patient Experience on patients' decisions to undergo MCU at Siloam Sentosa Hospital

The results of this study indicate that Patient Experience (X2) has a positive and significant impact on patients' decisions to undergo MCU (Y) at Siloam Sentosa Hospital. The results of this study are in line with the research by Fauzani, H. Ahmad in 2019, which found a significant relationship between the implementation of Patient-Centered Care and client experiences at RSUD Sari Mulia Banjarmasin. The higher the implementation of Patient Centered Care, the higher the level of experience obtained from the 77 respondents studied by the researcher, with 72 (93.5%) respondents stating they had a good experience. This is because the nurses implemented Patient Centered Care well, resulting in a good experience as well. Meanwhile, 5 respondents (6.5%) reported having a poor experience.

E. The Influence of Patient Experience on Patients' Motivation to Undergo MCU at Siloam Sentosa Hospital

The results of this study indicate that Patient Experience (X2) has a positive and significant impact on Patients' Motivation (Z) to undergo MCU at Siloam Sentosa Hospital. This research is in line with the study conducted by Hosseini, Fatemeh et al., in 2021, where patient motivation as a measure of patient experience during health examinations in hospitals increased by 38% and became a reinforcement of patient experience if the motivation possessed by the patient was sufficiently high. From the research by Solbakken, Liss Marita in 2021, a high level of motivation leads to a good patient experience, which plays an important role during rehabilitation. Gaining experience as ownership is very important to enhance a patient's engagement experience.

F. The Influence of Motivation on Patients' Decisions to Undergo MCU at Siloam Sentosa Hospital

The results of this study indicate that Motivation (Y) has a positive and significant effect on patients' decisions to undergo MCU (Z) at Siloam Sentosa Hospital. The results of the study align with those conducted by Muhammad Mufti Mubarak (2018), which showed that purchase interest has a positive and significant effect on purchase decisions. If the purchase interest has emerged, it can influence someone to make a purchase decision regarding goods or services. This can happen because consumers who are interested in making a purchase will find it easier to decide on the purchase decision. Similar to the research by Danial, Muhammad Muhsiy in 2008, motivation affects purchasing both simultaneously and partially. The coefficient of determination (R Square) of 0.440 indicates that motivation affects purchasing by 44%.

G. The influence of Brand Image on Patient Decisions with patient motivation as an intervening variable

The results of the Sobel test for the intervening variable are not in accordance with the theory of Kotler and Keller, (2017) that Brand Image is a consumer response to the company's overall offering. Brand Image arises from experience and communication efforts until assessment or development takes place in one or both of these things. Brand Image that arises from experience provides an overview of the involvement between consumers and brands. The results of this research's Sobel test are also not in line with research which had similar results conducted by Lailia, Faradina Nur, et al. in 2012 with the results of the multiple correlation coefficient test for the relationship between the variables brand image (X1), motivation (X2) and the decision to choose a school (Y) having an R coefficient of 0.583. To interpret the multiple correlation, look at the R value, the closer it is to 1, the stronger the correlation,

meaning that the brand image variable, motivation variable and decision variable in choosing a school have a positive relationship that is quite strong or quite high. So, there is a relationship between the school's brand image and student motivation and the decision to choose a school.

H. The influence of Patient Experience on Patient Decisions with patient motivation as an intervening variable

The results of this study indicate that Patient Experience (X2) does not have a significant influence on the patient's decision to carry out MCU (Y) at Siloam Sentosa Hospital with patient motivation (Z) as an intervening variable. The results of this research are in line with research by Fauzani, H. Ahmad in 2019 that there is a significant relationship between the implementation of Patient Centered Care and the client experience at RSU Sari Mulia Banjarmasin. The higher the implementation of Patient Centered Care, the higher the level of experience gained from the 77 respondents studied by the researchers, 72 (93.5%). respondents stated that they had a good experience. Because nurses carry out Patient Centered Care well, resulting in a good experience too. while 5 respondents (6.5%) said their experience was not good.

6. RESEARCH FINDING

Brand Image, Patient experience, and motivation as intervening variables simultaneously influence patients' decisions to undergo MCU at Siloam Sentosa Hospital. From the ANOVA test results, an F-value of 103.56 was obtained with a significance value of 0.000, which is less than 0.05, thus the hypothesis is accepted. This means there is a significant simultaneous influence between the brand image and patient experience variables on patients' decisions to undergo MCU at Siloam Sentosa Hospital, with motivation as the intervening variable. From the overall analysis using the three box method, the lowest average index scores were found in the dimensions of credibility, trust, and the need for affection, where patients coming to the MCU have a need to trust in order to have a good experience with the fulfillment of the aforementioned dimensions. From the overall analysis using the three box method, the highest average index scores were found in the dimensions of environment, progress reports, commitment, and physiological needs, where these dimensions are basic needs of patients that must be improved by the hospital to provide greater capabilities and be visible to patients.

7. SUMMARY, IMPLICATION AND ADVICE

A. Summary

The conclusion drawn from this research is that, simultaneously, Knowledge, Motivation, and Work Culture have a positive and significant impact on Doctor Compliance in filling out Medical Records. The doctor's knowledge of medical records significantly affects Doctor Compliance. This means that the higher the Doctor's Knowledge in filling out medical records, the more the doctor understands that medical record documents are important and not just a tool for submitting BPJS claim payments, but also as valid evidence if something happens in the future. Motivation also has a significant impact on doctors' compliance. In this case, it means that the higher the doctors' motivation in filling out medical records, the more the quality targets of the medical records can be achieved. And the work culture significantly affects doctors' compliance. In this case, it means that a doctor's attitude and responsibility in filling out medical records will affect the desired targets.

B. Managerial Implication

1. Siloam Sentosa Hospital can strengthen its efforts in building and maintaining a positive brand image. This involves marketing strategies that focus on the hospital's strengths and unique value. By conducting further analysis of the hospital's logo, it can help in forming a positive brand image and identifying areas that need improvement or maintenance.

2. During the observations that have been conducted, there are aspects that still make consumers feel lacking, such as the variety of healthcare services. Therefore, providing a more varied range of healthcare services that can be easily modified between one examination and another appears more flexible, making it easier for consumers to undergo health check-ups and trust the quality and results provided by the MCU services at Siloam Sentosa Hospital. This can have a positive impact on consumers, making them proud and encouraging them to undergo follow-up examinations beyond the MCU at Siloam Sentosa Hospital. Starting with the improvement of service variety at Siloam Sentosa Hospital, it will be easier for consumers to remember the hospital's image well.

3. Development such as providing complete and comprehensive services from the moment the patient arrives, by giving information about the variety of examinations and procedures or tests that will be undergone during their stay at Siloam Sentosa Hospital. Improving the patient experience at Siloam Sentosa Hospital should be a priority. This involves enhancing service quality, communication, cleanliness, and other aspects that can increase patient satisfaction. This involves improvements in service quality, communication,

cleanliness, and other aspects that can enhance patient satisfaction. With a feedback mechanism from patients, it can be used to identify areas that need improvement.

4. By understanding the factors that motivate consumers to undergo a Medical Check-Up (MCU), it can serve as a basis for developing more effective marketing or health education programs. Siloam Sentosa Hospital can hold campaigns that highlight the benefits of early detection and health prevention efforts to increase consumer motivation by providing comprehensive education and appropriate advice when explaining the patient's condition and offering follow-up actions for the patient's condition. Increasing attention to patients with friendly and prompt service, thereby enhancing patients' motivation to return for check-ups at Siloam Sentosa Hospital. In addition to education from doctors, the increased attention of other healthcare staff, such as nurses, during patient examinations at Siloam Sentosa Hospital, starting from providing information about the examinations to be conducted, so that patients feel comfortable and orderly during the examinations.

5. The patient's decision is the ultimate goal of this research, so through brand image, consumer experience, and motivation, consumers are encouraged to recommend the hospital to people related to the patient, such as family, parents, acquaintances, and colleagues. This is facilitated by easy access to information about services from Siloam Sentosa Hospital, which showcases various service variations through social media platforms, news, advertisements, talk shows, and seminars. This way, consumers and those recommended can understand the basic services with the latest technology, which can also be easily explained by hospital staff such as security personnel at the hospital lobby.

6. Siloam Sentosa Hospital needs to implement a continuous monitoring and evaluation system to track changes in brand image, patient experience, consumer motivation, and patient decisions. This monitoring can help the hospital identify trends and adjust their strategies according to the changing needs and preferences of patients.

C. Discussion

Based on the phenomena and research results conducted, the author suggests: conducting further research to deepen the measurement of key variables such as brand image, patient experience, and motivation. This may include the development of more specific and valid research instruments to measure certain aspects of these variables and conducting secondary analysis of consumer or patient data to identify specific factors within brand image, patient experience, and motivation that most influence patient decisions. This may involve additional

interviews or questionnaires. Using qualitative research methods such as in-depth interviews or focus group discussions to gain deep insights into patients' perceptions and experiences related to brand image, patient experience, and motivation. Conducting further research to understand in more detail how consumer motivation acts as an intervening variable. This may involve path analysis or a more detailed conceptual model. Conducting research with a longitudinal approach to understand changes in patient perceptions over time and how these changes affect patients' decisions to undergo MCU.

Investigating the impact of specific marketing strategies implemented by Siloam Sentosa Hospital on brand image, patient experience, and consumer motivation, as well as their impact on patient decisions. Improving service quality by providing training to frontline staff such as security personnel, customer service, administration, cleaning staff, and hospital staff who are easily encountered by consumers about the products offered at Siloam Sentosa Hospital. Monitoring the quality of healthcare staff during the service process to patients, starting from the first contact with security personnel, data collection, to receiving feedback from patients.

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