BRAND TRUST AND CUSTOMER LOYALITY IN SERVICE COMPANIES HEALTH

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ABSTRACT

Introduction: This study was conducted to examine the effect of trust in brand (brand characteristic, company characteristic, and customer - brand characteristic) on brand loyalty in hospital patients.

Methods: The method used in this study is a quantitative descriptive research method with a multiple linear regression analysis approach using 100 respondents who have used the services of RSUD Dr. Sudirman Kebumen.

Results: The results of this study indicate that trust in brand has a positive effect on brand loyalty, either partially for each dimension of brand characteristic, company characteristic, and customer-brand characteristic or simultaneously. Furthermore, customer-brand characteristic is the dominant variable even though the difference is not great. Therefore, it can be concluded that, in building brand loyalty, it requires building trust from the brand with characteristics starting from the brand itself, and how the patient's relationship with the brand is established.

Conclusion and suggestion The author finds that building brand loyalty in service companies, especially health services at regional companies, requires good brand trust management. This is a new finding because previous research has focused on goods industry. Brand loyalty is focused not only on a tangible product industry, but even health service companies need good brand awareness, especially trust, to be able to maintain customer loyalty to the brand.

INTRODUCTION

Hospital growth is constantly increasing and, along with technological advances, people expect better health services. Over the past 25 years, competition in the healthcare sector has been part of reforms in many countries such as the UK, Spain, Australia, New Zealand, France, Belgium and Germany (Angela & Adisasmito, 2019). In 2016-2020,

hospitals in Indonesia experienced an increase of 12.86%. In 2016, there were as many as 2,601 and this increased in 2020 to as many as 2,985. Hospitals in Indonesia at the last data collection in 2019 consisted of 2,344 General Hospitals (RSU) and 533 Special Hospitals (RSK) (Indonesian Health Profile, 2020). The data show that competition is becoming tougher. Hospital brands eventually have to raise the issue of building brand loyalty so that they are not easily taken over by new hospital brands that have sprung up.

For companies that have been around for a long time, the problem is not only building a brand but how to manage the brand so that customers can continue to be loyal to the company. Brand loyalty is the key to being able to evaluate how the company's brand is firmly embedded in the minds of consumers. This is especially true for service companies, particularly hospitals. In this industry, consumers, called as patients, will very easily evaluate the service products provided by the company. A positive evaluation will have an impact on good trust and a positive brand evaluation as well. Brands come in various forms and perform various roles and functions within the company. The successful companies of tomorrow are those who can find integrative brand solutions (Keller, 2021).

(Hospital) Dr. Sudirman, one of the Regional Hospitals, has been around since 1917, initially as being owned by the Netherlands and being officially recognized by Indonesia in 1953 (Kebumen, 2020). Judging from its lengthy past, brand loyalty should have been built. In 2020, Regional General Hospital Dr. Sudirman carried out two programs and activities, namely the Procurement of Hospital Medical Equipment with a target and realization of one package so that 100% (was achieved. In 2018, RSUD Dr. Sudirman, Kebumen Regency targeted an income of Rp. 120,000,000,000 for the operational activities of the Regional Public Service Agency (BLUD) according to the allocation set by the Kebumen Regency Government. This hospital is also the main reference for BPJS patients and the general public in Kebumen Regency.

Given the various awards and developments made by RSUD Dr. Sudirman, the brand of this hospital should be firmly in the minds of patients. However, with regional hospital predictions, it does not guarantee that patients will immediately trust and be sure to choose services at the Regional Hospital. Hospitals definitely expect patients when they need health services, so that RSUD Dr. Sudirman becomes the first reference to cross their minds.

Brand loyalty has several important strategic benefits for companies, such as gaining high market share and new customers, supporting brand expansion, reducing marketing costs, and strengthening brands against competitive threats (Alhaddad, 2015) . Furthermore, loyalty can provide a barrier to competitors entering the market, the basis of premium pricing, and, most importantly as a bulwark, in the price war (Atilgan et al., 2005; Bock et al., 2012) .

To win loyalty the company must build and maintain trust in the consumer-brand relationship, according to Lau and Lee (1999) the dimensions of trust in brand consist of trust in brand characteristics, company characteristics and consumer characteristics of the brand, which will then build brand loyalty. This study refers to their theory to explore how the dimensions of trust in brand relate to brand loyalty. This study provides a new perspective of trust in brand on brand loyalty in service companies, especially hospitals, because previous studies have discussed more research on goods (Argiansyah & Handayani, 2015; Mellens et al., 1996; Sengkey, 2015).

From the background that has been described, the research questions can be formulated as follows: (1) Does trust in brand have an effect on brand loyalty of Dr. Sudirman Hospital patients?; (2) Does each dimension, ranging from brand characteristics, company characteristics and consumer characteristics to brands, have an influence on brand loyalty of patients to Dr. Sudirman Hospital Kebumen Regency?.

LITERATURE REVIEW
Brand Loyalty

Many experts have defined brand loyalty, Oliver (1997) calling it a deeply held commitment to repurchase or repatronize a preferred product or service consistently in the future, thereby causing repeated purchases of the same brand or set of brands despite situational influences and marketing efforts having the potential to cause switching behavior. Behavioral loyalty, or purchase, consists of repeat purchases toward a brand, whereas attitudinal brand loyalty includes the level of dispositional commitment in terms of some unique value associated with the brand (Chaudhuri & Holbrook, 2001).

Brand loyalty has several important strategic benefits for companies, such as being considered an important feature of brand value, reducing costs, being less sensitive to price, bringing in potential new loyal consumers, and benefits in global markets (Mao, 2010). Customers with true brand resonance have a high level of loyalty, they will actively seek ways to interact with the brand and share their experiences with others (Alhaddad, 2015).

H1: It is suspected that trust in brand has an influence on brand loyalty of patients of Dr. Hospital. Sudirman, Kebumen Regency.
Brand Characteristics

Brand characteristics play an important role in determining whether consumers decide to trust it. Just as individuals judge others before deciding who to befriend, consumers also judge a brand before deciding whether to build a relationship with it (Lau & Lee, 1999) . Furthermore, Lau and Lee (1999) explain the constructive brand character is a reputation from another party that the brand is trustworthy and reliable, the ability to predict the brand means the consistency of a brand in delivering performance and

realizing consumer expectations and lastly is brand competence, which is the capability possessed by the brand in providing solutions to problems faced by consumers.

H2: It is suspected that brand characteristics partially affect brand loyalty of patients of Dr. Sudirman Hospital, Kebumen Regency.

Company Characteristics

The reputation of the company will build trust in the brand. The character of the company becomes part of what is seen by consumers to define understanding of the company. The characteristics of the company are formed from the company's reputation and consumer confidence in the company. If the company is trusted, then part of the company will be trusted too. Brand is a small part of the company. So that consumers who put their trust in the company are likely to give trust to the brand, so that it will affect brand loyalty (Lau & Lee, 1999).

H3: It is suspected that the company characteristic partially affects the brand loyalty of patient at Dr. Sudirman Hospital, Kebumen Regency.

Consumer-Brand Characteristic

Consumer characteristics of the brand is a two-way relationship between customers. These two parties influence each other in consumer confidence in the brand. There are several indicators, namely the consumer's self-concept of the brand image, consumer preference for the brand, satisfaction, experience and support from friends (Lau & Lee, 1999).

H4: It is suspected that the consumer-brand characteristic partially affects the brand loyalty of the patients at Dr. Sudirman Hospital, Kebumen Regency.

RESEARCH METHODS

Method used in study this is descriptive with analysis quantitative using patient a population being cared for at Jalan RSUD Dr. Sudirman. Sample in study totals 100 respondents obtained using random sampling. Data analysis to testing the hypothesis uses analysis regression multiple with SPSS 25. A Likert scale is used modified into four evaluations from very not agree to very agree to obtain data and give a score or value (Hadi, 2004).

RESULT AND ANALYSIS

The study used a spread questionnaire to patient cared for at RSUD Dr. Sudirman Kebumen. Returned data processed 100 respondents, 54% male and 46% women with patient status using BPJS 60%, General 24% and other insurance 16%. Range 18-44 years old with most 20-24 years old as much as 30%.

Statistical analysis used SPSS to test the research model dividing brand trust to three dimensions, *brand characteristic, company characteristics,* and *consumer-brand characteristic* to *brand loyalty.* The author used SPSS 25 for validity and reliability test.

Table 1. Test Validity

Variable	Indicator	r-count	r-table	Criteria
brand characteristics	BC $_{1.1}$	0.794	0.196	Valid
	BC $_{1.2}$	0.716	0.196	Valid
	BC $_{1.3}$	0.739	0.196	Valid
	BC $_{1.4}$	0.738	0.196	Valid
company characteristics	BC $_{2.1}$	0.717	0.196	Valid
	CC $_{2.2}$	0.733	0.196	Valid
	CC $_{2.3}$	0.596	0.196	Valid
	CC $_{2.4}$	0.679	0.196	Valid
consumer brand characteristics	CBC $_{3.1}$	0.768	0.196	Valid
	CBC $_{3.2}$	0.754	0.196	Valid
	CBC $_{3.3}$	0.827	0.196	Valid
	CBC $_{3.4}$	0.794	0.196	Valid
	CBC $_{3.5}$	0.798	0.196	Valid
	CBC $_{3.6}$	0.723	0.196	Valid
	CBC $_{3.7}$	0.797	0.196	Valid
brand loyalty	BL $_{1.1}$	0.859	0.196	Valid
	BL $_{1.2}$	0.789	0.196	Valid
	BL $_{1.3}$	0.797	0.196	Valid
	BL $_{1.4}$	0.864	0.196	Valid

Source: SPSS Output, 2022

This test uses data from 100 respondents with a df-3 calculation of 97 with a significance of 5% so that the r-table value is 0.196. From the table above, it is known that all instruments are valid because it is known that r is above the r table and significance is below 5%.

Table 2. Test Reliability

Variable	Critical	Cronbach's Alpha	Criteria
Brand characteristics	0.60	0.733	Reliable
company characteristics	0.60	0.770	Reliable
consumer – brand characteristic	0.60	0.790	Reliable
brand loyalty	0.60	0.823	Reliable

Source: SPSS Output, 2022

In the table above, it is known that the value of Cronbach's alpha is above critical, in this study the critical value used is 0.6. So it can be concluded that the instrument used is reliable and deserves to be tested for analysis.

The test below is to see if the regression model has a normal distribution that is visible if the points follow the diagonal line on the probability plot diagram. Seen from the picture below, it can be seen that the variables used are normally distributed.
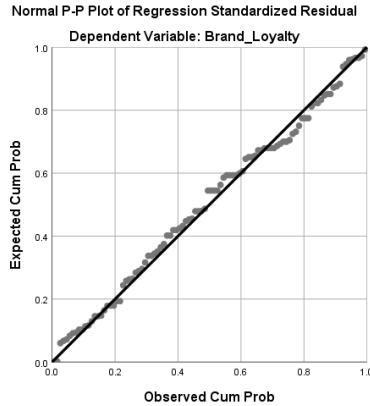
Picture 1. Test Normality
Source : SPSS Output, 2022

All variables are said to be independent of multicollinearity if the VIF value is below 10. From the table above, it can be seen that all independent variables passed the multicollinearity test .

Table 3. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Brand Characteristic	0.319	3,132
Company Characteristic	0.475	2.105
Consumer-Brand Characteristic	0.311	3.219
Dependent Variable: Brand Loyalty		

Source: SPSS Output, 2022

The scatter plot points in the diagram below show no pattern, thus proving that the multiple regression model in this model is free from heteroscedasticity.
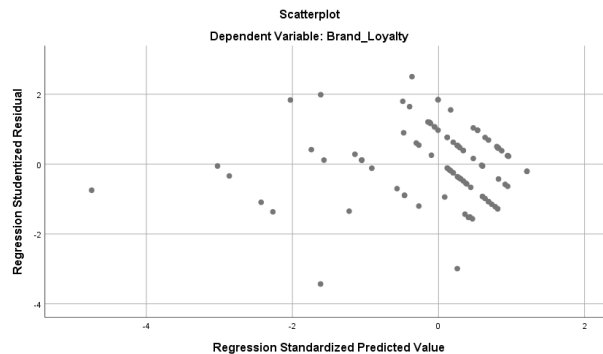
Picture 2. Heteroscedasticity Test
Source: SPSS Output, 2022

The results of multiple linear regression can be arranged as follows $Y = -1.225 + 0.243X_1 + 0.265X_2 + 0.333X_3 + e$. From the results of these equations, it can be concluded that the first is 0.763. If the value of the independent variable constant is considered zero (0), then the result of the purchase decision is -1.225. Second, if the value of the brand characteristic direction coefficient is 0.243, means that when the brand characteristic value increases by one unit, then the brand loyalty value can change to a value of 0.243 units, assuming everything else is constant. The coefficient results are positive, which can be seen from the results of the equation, which means that brand characteristics have a positive relationship to the decision of p brand loyalty.

Third, if the value of the company characteristic direction coefficient is 0.265, it means that when the company characteristic value increases by one unit, then the brand loyalty value can change to a value of 0.265 units, assuming everything else is constant. The result of the coefficient is positive which can be seen from the result of the equation, which means that the company characteristics have a positive relationship to the decision of p brand loyalty.

Consumer-brand characteristic direction coefficient is 0.333, which means that when the consumer-brand characteristic value increases by one unit, then the brand loyalty value can change to a value of 0.333 units, assuming the rest are fixed. The coefficient results are positive, which can be seen from the results of the equation, which means that consumer-brand characteristics have a positive relationship to the decision of p brand loyalty.

Hypothesis Test

Hypothesis testing in this study uses multiple linear regression analysis which is used to find out how the dependent variable , namely brand loyalty, can be predicted by the independent variable, namely brand characteristic, company characteristic, consumer - brand characteristic. To test the hypothesis, it is done by partially comparing t-count with t-table using the df (nk) method, which is 1,984. First, the calculated t value for the brand characteristic variable is 2.146, then the t table (2.146 > 1.984) with a significance of 0.034 < 0.05 with a significance level of 5%. This means that the brand characteristic variable has a positive effect on brand loyalty for visitors or patients at RSUD Dr. Sudirman, Kebumen.

Company characteristic variable is 2.445, then the t-table (2.445 > 1.984) has a significance of 0.016 < 0.05 with a significance level of 5%. This means that the company characteristic variable has a positive effect on brand loyalty for visitors or patients of RSUD Dr. Sudirman, Kebumen.

Third, the calculated t value for the consumer–brand characteristic variable is 5.937, then the t-table (5.937 > 1.983) has a significance of 0.000 < 0.05 with a significance level of 5%. This means that the consumer-brand characteristic variable has a positive effect on brand loyalty of visitors or patients of RSUD Dr. Sudirman, Kebumen.

Simultaneous test (F test) is used to determine whether there is a real relationship between the independent variable and the dependent variable together (Ghozali, 2009). From simultaneous test results (F test) it is known that Fcount is 92,199 > Ftable of 2.47 and has a significance value of 0.000 <0.05, which means that the brand characteristic, company characteristic, consumer – brand characteristic variables together have a significant effect on the brand loyalty of visitors or patients of RSUD Dr. Sudirman, Kebumen.

The results of the coefficient of determination show that the brand characteristic, company characteristic, consumer–brand characteristic is significant with a value of R-Square 0.742 or 74% on brand loyalty while the remaining 36% is determined by other variables such as brand awareness, brand image, service quality or other variables that do not become material for discussion in this study.

Discussion

Based on the results of the study, it was shown that the brand characteristic, company characteristic and consumer-brand characteristic either jointly or partially have a significant influence on the brand loyalty of visitors or patients of RSUD Dr. Sudirman, Kebumen. This is in accordance with the statement of Lau and Lee (2000) that brand characteristic, company characteristic and consumer-brand characteristic will lead to brand loyalty. This proves that RSUD Dr. Sudirman Kebumen has earned the loyalty of the patients or users of its health services.

The results obtained from this study are in accordance with the results of several studies such as those conducted by Maylina (2003), Wijaya (2007), and Riana (2008) which gave positive results where, either jointly or partially, the variable brand characteristic, company characteristic, and consumer-brand characteristics have a significant effect on brand loyalty.

The relationship between consumers and brands is something that is inherent. According to Lau and Lee (2000) this includes the emotional attachment between consumers and the product, liking for the product and the experience that consumers feel about the product. This raises a need for extra services from producers so that consumers remain loyal and do not switch to other products, namely by guaranteeing products and maintaining quality.

Brand loyalty will give a company time to respond to competitors' movements. If one of the competitors develops a superior product, loyal customers will give the company time to update its products by adjusting or neutralizing it (Durianto, 2001).

At Dr. Sudirman Hospital, Kebumen, which is engaged in services, it is very important in building brand loyalty because, with loyal patients, as, while it is a private hospital that is able to offer better quality health services and services in general because

it is supported by large funding, it will still be difficult to attract patients who are loyal. Moreover, referrals from health facility 1 are always directed to public hospitals even though they can choose private hospitals. However, competition in the healthcare industry is not only small in scope but can be broader. Dr. Sudirman Hospital competes with other hospitals outside the city which perhaps have better facilities. So building trust in the brand is the key to maintaining its competitive advantage.

CONCLUSION

This study resulted in the finding that trust in brand in patients or visitors has an effect on brand loyalty at RSUD Dr. Sudirman, Kebumen. The effect is positive, so it can be interpreted that the higher the trust of patients or visitors toward the brand of RSUD Dr. Sudirman Kebumen in the form of trust in reliability, service, reputation, it will increase customer brand loyalty in the form of continuing to use services, recommending and positive WOM. The next result is that the dimensions of trust in brand, namely brand characteristic, company characteristic and consumer-brand characteristic partially have an effect on brand loyalty. So that the higher the brand characteristic, company characteristic and consumer-brand characteristic, the higher the brand loyalty.

Therefore, the brand loyalty of patients or visitors that has been formed toward RSUD Dr. Sudirman must be maintained and improved by paying attention to the variables forming brand loyalty such as brand characteristic, namely improving the reputation by maintaining the service and behavior of all employees from doctors to cleaning services, because reputation can go down due to small things that are not normally accepted. Furthermore, all services must be consistent or, in other words, according to standards, and finally, continuous service improvement can be made by paying attention to the services provided by competitors or other hospitals so that they are always one step ahead of competitors.

Second, related to company characteristics, these must also continue to be developed by maintaining positive comments and excellent service must be prioritized over profits. Patients definitely don't want to be deceived by providing services that are not as promised, so continuous monitoring and evaluation is needed regarding service standards that have become hospital values so that they are carried out properly.

Finally, to increase brand loyalty, it is necessary to increase consumer-brand characteristics by means of the hospital being able to position it on the condition and perspective of the patient. Approach to the needs, desires and behavior of the patient must be interpreted properly. Patient satisfaction can be maintained by always providing a responsive, empathetic and reliable service. Building a brand relationship with patients is a top priority so that a positive impression is always maintained.

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