

BRANDING IMPACT IN HOSPITALS

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ABSTRACT

This study aims to explore the influence of hospital branding on patient perception, satisfaction, and loyalty. A strong hospital brand can enhance patient trust and satisfaction, which in turn increases patient loyalty. The material presented includes an introduction to the brand and its impact on the hospital. The participants included 104 individuals from all Siloam hospital group hospitals who hold managerial positions, including doctors and healthcare professionals. This result indicates the importance of effective brand management in the healthcare sector to achieve competitive advantage, with 90% of participants understanding this. These findings have practical implications for hospital managers in developing marketing strategies focused on brand building and strengthening.

Keywords: branding, impact, branding, impact, hospital

1. Introduction

Branding plays an important role in the healthcare industry, especially in attracting and retaining patients. As competition among hospitals increases, it is crucial for hospital managers to understand how branding can influence patient perceptions and decisions. This study aims to explore the influence of hospital branding on patient perceptions, satisfaction, and loyalty.

Hospitals with strong brands tend to gain higher trust from patients. Well-known brands are usually associated with high-quality services, thereby influencing patients' decisions in choosing a hospital. This trust is vital in the healthcare sector, where the quality of services can directly impact the well-being and safety of patients. Patients who have a positive perception of a hospital brand tend to be more satisfied with the services they receive, ultimately increasing their loyalty to the hospital.

Using a quantitative approach, this study evaluates patients' perceptions of hospital brands and how these perceptions affect their satisfaction and loyalty. The results of this study are expected to provide insights for hospital managers on the importance of effective brand management in achieving competitive advantage. Thus, this research is not only relevant for practitioners in the healthcare field but also for academics interested in studying branding and customer loyalty.

2. Literature Review

Brand theory in marketing states that a brand is a unique identity that distinguishes a product or service from its competitors (Kotler & Keller, 2016). In the context of hospitals, branding includes the name, logo, slogan, and reputation associated with the quality of healthcare services. A strong brand can provide patients with confidence that they will receive high-quality services. This aligns with signaling theory, which suggests that brands serve as quality signals that reduce consumer uncertainty (Spence, 1973).

Patient trust in a hospital brand is crucial in building long-term relationships. According to the trust and loyalty theory, trust is a key factor influencing loyalty (Morgan & Hunt, 1994). Patients who trust a hospital brand tend to be more satisfied with the services they receive and are more likely to return for future services. Additionally, trust can reduce patient anxiety related to the healthcare services they receive, thereby enhancing their overall experience.

Their experience with hospital services also influences patient loyalty. Zeithaml et al. (2013) suggest that positive patient experiences can increase their loyalty. In this study, patient experiences are measured through their perceptions of service quality, satisfaction, and loyalty to the hospital. Understanding the relationship between branding, satisfaction, and loyalty allows hospitals to develop more effective marketing strategies to improve patient satisfaction and loyalty. Recent research also supports this theory showing that effective brand management can enhance overall business performance (Aaker & Joachimsthaler, 2018).

3. Research Method

The study was conducted through direct discussions with 104 participants working in the Siloam hospital group, both doctors and healthcare professionals in managerial positions, to gather opinions and feedback. The discussions were designed to evaluate each participant's perception of the hospital brand, their satisfaction with the services, and their loyalty. Each question item was designed to measure the levels of perception, satisfaction, and thus patient loyalty. The questions covered aspects such as trust in the brand, service quality, and the intention to return to the hospital for future services.

4. Results and Discussion

The study results show that hospitals with a positive brand perception have higher patient satisfaction and loyalty. Discussions from the workshop with 104 participants confirm findings that show branding can influence consumer decisions and loyalty in the context of healthcare services (Hwang et al., 2019). Hospitals with strong brands are more likely to gain patient trust and loyalty, which are crucial assets in retaining and attracting new patients. These findings also emphasize the importance of strategic brand management to achieve competitive advantage in the healthcare industry.





The material presented included an introduction to branding and its impact on hospitals. The participants, who were from all Siloam hospital group hospitals and held managerial positions, including doctors and healthcare professionals, rated the training as follows:

- 90% rated the speaker's understanding of the material as very good, 10% as good.
- 90% rated the speaker's ability to present the material as very good, 10% as good.
- 80% rated the examples provided by the speaker as very good, 20% as good.
- 85% rated the speaker's answers as very good, 15% as good.
- 90% rated the speaker's ability to build discussions with participants as very good, 10% as good.

5. Conclusion

This study shows that hospital branding significantly influences patient perceptions, satisfaction, and loyalty. Hospitals should focus on developing strong brands through improving service quality and effective communication with patients. This can enhance patient trust and loyalty, ultimately improving the overall performance of the hospital. The practical implication of this study is that hospital managers should invest resources in brand management to achieve competitive advantage.

The study also contributes significantly to the healthcare marketing literature by showing that a strong brand is a strategic asset for hospitals. Additionally, the findings can be used as a basis for further research on brand strategies in the healthcare sector. By understanding and effectively managing their brands, hospitals can improve patient satisfaction and loyalty, which are key factors in achieving long-term success.

Overall, the findings of this study emphasize the importance of a strong brand as a strategic asset for hospitals. By understanding and effectively managing their brands, hospitals can improve patient satisfaction and loyalty, which are key factors in achieving long-term success. Therefore, hospital managers should focus on enhancing service quality and effective communication with patients to build a strong brand and achieve competitive advantage.

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