

The Influence of Brand Image on Healthcare Facility Selection Decisions at Adi Husada Kapasari Hospital**Valencia Putri Junaedi^{1*}, Afif Kurniawan², Dwi Yuniar Ramadhani³, Dina Istiana⁴**

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Abstract: Brand image is a consumer's view of an institution, which will influence a patient's decision to choose a health service. The dimensions of brand image include 4 components, namely corporate identity, physical environment, contact personnel, and service offerings. The purpose of this study was to determine the role of brand image on patient decisions in the process of selecting health facility services at Adi Husada Hospital Surabaya. This study used a quantitative approach with a survey method. The sample in this study were patients at Adi Husada Kapasari Hospital with inclusion criteria of over 18 years old and general outpatients. This study used a logistic regression test as a tool to determine the effect on patient care. The results of the study obtained a p-value of 0.000 (<0.05) indicating a significant influence on patient decisions at Adi Husada Kapasari Hospital Surabaya. This shows that brand image can influence patient decisions in choosing health facilities. Brand image can be used as information and reinforcement as a basis for determining patient decisions in choosing health facilities, the better the brand image that arises in a person's perception, the stronger it will be to be used as a decision maker. This study can be concluded that there is a significant influence between brand image measured through corporate identity, physical environment, contact personnel, and service offerings. The p value of 0.000 (<0.05) indicates that brand image influences decision making.

Keywords: Brand image, Patient Decision, Contact Personel, Word Of Mouth

INTRODUCTION

According to Law No. 17 of 2023, health is defined as a state of physical, mental, spiritual, and social well-being, not merely the absence of disease, and capable of leading a productive life. This definition aligns with another definition, namely that health is a fundamental right of every individual. To ensure individual health, a system is needed to regulate the implementation of health services to meet the needs of a healthy life. Adequate and high-quality health facilities are a basic need for every individual. Health is a crucial factor for everyone. To support optimal health, hospitals play a vital role as providers of medical services to the community (UU RI, 2023).

Hospital according to the Law of the Republic of Indonesia no. 17 of 2023, Hospital is a Health Service Facility that provides comprehensive individual Health Services

through promotive, preventive, curative, rehabilitative, and/or palliative Health Services by providing inpatient, outpatient, and Emergency services (UU RI, 2023). Based on data from the Ministry of Health, it shows the development of the number of hospitals in Indonesia based on the East Java Province region in 2025, where the city of Surabaya has a total of 66 hospitals consisting of government hospitals, general hospitals, private hospitals, and special health facilities for maternity or maternal and child hospitals (laporan simkes, 2023).

With the increasing number of hospitals in Surabaya, competition in the healthcare sector is intensifying. Each hospital strives to promote its characteristics and excellence in terms of the quality of services offered to the public. However, it is not uncommon for hospitals to face various complaints from patients, whether related to medical staff services, administrative procedures, or the completeness and comfort of the facilities provided. These complaints often arise from a mismatch between patient expectations and the reality experienced during healthcare services. In this situation, hospitals are required to conduct continuous evaluations of their service systems and innovate to meet patient needs and expectations. Efforts to improve service quality comprehensively, from technical aspects to interpersonal communication, are a crucial step in building public trust. Furthermore, maintaining a positive hospital image in the public eye is also crucial for attracting the attention and trust of new patients every day, as well as maintaining the number of visits from existing patients.

Patient repeat visits are influenced by several factors, one of which is the level of trust that arises from positive perceptions and the fulfillment of patient expectations regarding the services provided. When a hospital fails to meet these expectations, the initial trust can turn into distrust, even disappointment, ultimately making patients reluctant to return to that hospital. This situation demonstrates that consumer trust is a valuable asset for healthcare institutions, as strong trust not only encourages repeat visits but also plays a crucial role in fostering loyalty and a positive image of the hospital in the eyes of the public (Irhamni et al., 2023).

Consumer attitudes and decisions in choosing healthcare services are greatly influenced by an institution's brand image. An institution with a good reputation tends to be more trusted and attracts consumers' interest in using the services or products it provides. A positive image not only increases competitiveness among service providers but also stimulates employee motivation, increases visitation interest, and improves patient

satisfaction. Brand image is the beliefs, ideas, and impressions a person has of a brand. To measure brand image, there are five dimensions through corporate image: corporate identity, physical environment, contact personnel, and service offerings (Tonis et al., 2024).

Although previous studies have highlighted the importance of brand image in healthcare services, research specifically examining its role in Indonesian hospitals remains limited. A systematic review, “Building Patient Loyalty: The Role of Brand Image and Service Quality in Outpatient Healthcare Revisit Behavior,” confirms that brand image and service quality play a crucial role in shaping patient loyalty and revisit behavior. However, most of these studies are conducted in international contexts, with very limited focus on Indonesia, particularly in Surabaya where hospital competition is especially high. In particular, the relationship between brand image and outpatients’ decision-making has not been widely explored in either national or international literature. This gap demonstrates the need for more context-specific studies to provide deeper insights into how brand image affects patients’ choices in competitive urban healthcare settings (Rosyida et al., 2025).

This study aims to analyze the influence of brand image on outpatients’ decisions in choosing healthcare services at Adi Husada Kapasari Hospital, Surabaya. The scientific contribution of this study lies in its focus on outpatients’ decision-making, which has received relatively little attention compared to inpatient contexts. In addition, the study highlights the role of brand image within the unique competitive environment of Surabaya’s healthcare sector.

Based on the previous background description, it can be concluded that hospitals need to focus on efforts to build a brand image, because it is one of the important strategies in maintaining patient trust while expanding the target market. A good image will encourage increased patient visits, especially outpatients. To achieve this, hospitals are required to provide truly high-quality services oriented towards patient satisfaction. Based on preliminary data, it is known that the number of outpatient visits at Adi Husada Kapasari Hospital fluctuates every month, with an average of 1,044 visits over the past six months. The number of visits shows instability, which indicates the need to identify factors that influence patient decisions in choosing healthcare services. Based on these conditions, researchers are motivated to conduct research on the influence of brand image on new patient visit decisions, using Adi Husada Kapasari Hospital as the research object. This hospital is located in the city of Surabaya, which is known as an area with a high population

density and large market potential, but also accompanied by a high level of competition in the healthcare sector. Therefore, the researchers chose the topic: "The Role of Brand Image in General Patient Decisions to Choose Adi Husada Kapasari Hospital".

RESULT AND DISCUSSION

Adi Husada Kapasari Hospital is a type C hospital under the auspices of the Adi Husada Association Foundation and is located at Jl. Kapasari No. 97–101, Surabaya. Established in 1923 on the initiative of Dr. Oei Kiauw Pik, this hospital has a long history in healthcare services. On August 11, 2018, Adi Husada Kapasari Hospital received full accreditation from the Hospital Accreditation Committee (KARS). This hospital provides inpatient and outpatient services with the support of professional medical staff and continuously developing facilities. Its outpatient services include various specialist polyclinics, such as internal medicine, general surgery, ENT, heart, pediatrics, obstetrics and gynecology, neurology, eye, orthopedics, dermatology and genitals, mental health, lung, dental, maternal and child health, nutrition, medical rehabilitation, as well as unique polyclinics such as brain gym and oral surgery.

Table 1. Demographic Characteristics

Demographic Category	Frequency	Percentage%
Age		
15 - 19 Years	0	0%
20 - 24 Years	33	50.8%
25 - 29 Years	7	10.8%
30 - 34 Years	10	15.4%
35 - 39 Years	3	4.6%
40 - 44 Years	4	6.2%
45 - 49 Years	1	1.5%
50 - 54 Years	5	7.7%
55 - 59 Years	2	3.1%
Gender		
Male	21	32.3%
Female	44	67.7%
Highest Education		

Demographic Category	Frequency	Percentage%
No Schooling	0	0%
Elementary School	0	0%
Middle School	1	1.5%
High School	42	64.6%
Certification	2	3.1%
S1	17	26.2%
S2/S3	3	4.6%
Employment		
Unemployed	5	7.7%
Housewife	12	18.5%
Student	9	13.8%
Private Employee	0	0%
Freelance/Handyman	0	0%
Trader	3	4.6%
Retiree	0	0%
TNI/POLRI	0	0%
Entrepreneur	30	46.2%
Government employees	2	3.1%
Other	4	6.2%
Income		
No/Not Yet Earning Income	19	29.2%
< Surabaya City Minimum Wage Rp.4.961.73	25	38.5%
> Surabaya City Minimum Wage Rp.4.961.73	21	32.3%

Based on the research results in Table 1. demographic characteristics indicate that the majority of respondents were in the 20–24 age group (33 respondents or 50.8%). This age group falls into the young adult category, which is in an active and independent phase in decision-making, including in selecting healthcare services. This age group tends to be more critical and considers various aspects before deciding on a hospital, including the brand image displayed by the healthcare institution. In terms of gender, the majority of respondents were female (44 respondents or 67.7%). In general, women are more dominant

in taking on decision-making roles regarding family healthcare because they better understand the needs of family members as a whole.

This factor is further strengthened by the assertive, self-confident, and strong belief in women's leadership, enabling them to make the best decisions for their families' health (Dumyati, 2023). This suggests that women's perceptions of a hospital's image can influence their decision to use its services, particularly at Adi Husada Kapasari Hospital. A positive brand image fosters trust and loyalty toward the hospital.

In terms of education, the majority of respondents were high school graduates (43 respondents, or 64.6%). Despite not having attained higher education, this group was still able to understand information about hospital services, reputation, and comfort. A strong brand image is more readily accepted by those with secondary education, especially when supported by service that meets expectations. Education influences how consumers understand information and assess service quality (Hanik et al., 2021). Consumers with higher education tend to be more critical and selective in choosing a hospital. In terms of occupation, the majority of respondents were self-employed (30 respondents, or 46.2%), indicating that flexibility and the need for efficient service are important. This flexibility can increase a sense of responsibility and comfort, as it provides space to adjust activities without time pressure (Ni Komang Siskayanti & I Gede Sanica, 2022). Therefore, hospitals with a fast, professional, and trustworthy brand image are preferred because they are perceived as being able to meet these expectations.

In terms of income category, the majority of respondents had incomes above the minimum wage (UMR) in Surabaya (25 respondents or 38.5%). This group with relatively higher purchasing power tended to consider non-medical factors when choosing a hospital, such as comfort, facilities, and the hospital's reputation as part of its brand image. This indicates that income level influences preferences and consumption patterns for healthcare services. The higher a person's income, the greater their ability to choose services that meet not only medical needs but also comfort and lifestyle aspects (Avianti, 2022). Hospital image, or brand image, encompasses patient perceptions of service quality, the credibility of medical personnel, and the overall impression of the institution. This suggests that Adi Husada Kapasari Hospital needs to continue building and maintaining a positive brand image to attract patients from this demographic. By strengthening positive perceptions among young people, women, self-employed workers, and middle- to upper-income groups, the hospital can increase its competitiveness and patient loyalty.

Table 2. Cross-Tabulation Of Brand Image Variables On Patient Decisions

Category		Patient Decision					Total	
		Low		Medium		High		
		N	Percentage%	N	Percentage%	N	Percentage%	
<i>Brand image</i>	Low	0	0%	0	0%	0	0%	0
	Medium	0	0%	2	66.7%	1	33.3%	3 (100%)
	High	0	0%	7	11.3%	55	88.7%	62 (100%)
Total		0	0%	9	100%	56	100%	65 (100%)

Based on the test results presented in Table 2 regarding the cross-tabulation between brand image variables and patient decisions, it is known that out of a total of 65 respondents, not a single one rated the hospital's brand image as low. The majority of respondents, namely 95.4%, placed the hospital's brand image in the high category. Meanwhile, only 4.6% of respondents gave a rating in the medium category, indicating that public perception of the hospital's brand image tends to be very positive. These results indicate that the hospital has succeeded in building and maintaining a strong image in the eyes of the public, which most likely contributes to patient decision-making in choosing this healthcare service. This high rating may also reflect the hospital's success in building patient trust and loyalty through a consistent and professional image.

A strong brand image is a key determinant in shaping consumer decisions (Yunanda et al., 2024). In the context of healthcare, brand image plays a crucial role in creating perceptions of trust, quality, and comfort, ultimately influencing patients' decisions about choosing a hospital.

Table 3. logistic Regression Test Results

Category	Intention		
	a	Asymp.Sig.	Keterangan
<i>Brand image</i>	0,000	0,001	Signifikan

Based on the results of the logistic regression test presented in Table 3, a significance value of $p = 0.001 < 0.05$ was obtained, thus it can be concluded that there is a significant influence between brand image and patient decisions in choosing a hospital. This means that the more positive the image built by the hospital, the more likely patients will decide

to use the healthcare services offered. This indicates that perception of hospital image is not merely an additional element, but rather a primary component in influencing consumer behavior in healthcare services.

This finding aligns with research by Tama et al., (2024), which states that brand image plays a crucial role in shaping perceptions and influencing consumer decisions when choosing healthcare services. In the study, patients preferred hospitals with a professional, clean image and friendly service compared to institutions that paid less attention to image aspects. This suggests that the quality of perceptions formed through brand image contributes to patient preferences and final choices.

A similar study was also conducted by Firdaus et al., (2024), whose research highlighted the role of brand image in the patient decision-making process. They concluded that the image formed in the patient's mind, both through direct experience and indirect information, can build trust and influence their tendency to choose services from a particular hospital. A consistent, positive, and trustworthy brand image fosters trust and comfort between patients and healthcare institutions.

A similar study by Sanggarwati & Laily., (2023), showed that brand image not only influences patients' initial decisions but also impacts long-term loyalty. In the context of Husada Utama Hospital in Surabaya, improving the hospital's positive image has been shown to increase patient loyalty. This occurs because patients perceive the hospital as capable of maintaining quality across various service aspects, including facilities, medical personnel, and service systems. When brand image successfully creates a sense of security and trust, patients are more likely to return to the service in the future.

Theoretically, the relationship between brand image and consumer decisions can be explained through marketing theory from Kotler & Keller., (2016), which defines brand image as a customer's perception of a brand, which is formed through various associations that arise in their minds. When a brand has a positive image, this will influence repurchase intention, namely the desire to make a purchase or reuse because consumers feel the brand is trustworthy, valuable, and in accordance with their needs and expectations. In the context of healthcare, this means that patients are more likely to reuse services from hospitals that have a positive image.

Based on the significant statistical test results and support from various previous studies, it can be concluded that brand image is a crucial factor in building patient trust and strengthening hospital competitiveness in the competitive healthcare industry. This implies

that patients' decisions in choosing a hospital are influenced not only by medical aspects but also by the hospital's positive image and perceived service quality. Therefore, this finding is relevant to Kotler's theory and reinforces brand image's position as a key determinant of consumer decision-making in the healthcare sector. Therefore, hospitals need to strategically and consistently build and maintain a positive image to sustainably increase patient appeal, trust, and loyalty.

CONCLUSION

Based on the discussion in the study "The Role of Brand Image in General Patients' Decisions to Choose Adi Husada Kapasari Hospital," it is known that there is a significant relationship between brand image and patient decisions in choosing a hospital. This is shown by the results of statistical tests with a significance value of 0.001 ($p < 0.05$), which means the alternative hypothesis is accepted. This means that the more positive the image of the hospital in the eyes of the public, the greater the tendency of patients to make the hospital their first choice in obtaining health services. These results indicate that public perception of hospital image plays an important role in decision making. When the displayed brand image is perceived as good, patients tend to feel more trusting, comfortable, and confident in the services they will receive. Therefore, efforts to maintain and improve the image of the hospital are important to attract patient interest and build their loyalty to the health service institution. The limitations of this study lie in the time available. Due to this limitation, the study could only be conducted in a select group of clinics and did not cover all service units. This means the results are limited to a specific clinic, thus not fully reflecting the overall situation. Therefore, further research with a broader scope is needed to provide a more comprehensive picture. For further research, it is recommended that the scope be expanded to include all polyclinics and a longer timeframe. This will allow researchers to obtain a more comprehensive picture and strengthen the validity and generalizability of the research results.

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