



The effect of the price of medical services and the personal traits of medical personnel on brand image mediated by the quality of health services

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ABSTRACT

The purpose of this study was to determine the effect of the price of medical services and the personal traits of medical staff on brand image which is mediated by the quality of health services. The population in this study were patients who had visited/treated the Pratama Medizen Clinic and were processed using Structural Equation Model (SEM) analysis with SEM PLS software. The research method used in this study is quantitative. Based on the results of the study, empirical facts were obtained in the form of: 1) The price of medical services has a positive effect on brand image; 2) Personality traits have a positive effect on brand image; 3) Service quality has a positive effect on brand image; 4) The price of medical services has a positive effect on the quality of health services provided; 5) Personality traits of medical personnel have a positive effect on service quality; 6) Service quality mediates the effect of medical service prices on brand image; 7) Quality of service mediates the influence of personality traits of medical personnel on brand image. Determining the price of medical services is adjusted to the economic conditions and capabilities of the community. The character and personality of the medical personnel is strived to be uniform so that consumers feel comfortable when receiving health services. The quality of service is further improved to create patient satisfaction so as to create a positive brand image of Pratama Medizen Clinic. The implication of this research is that it can use other variables that influence brand image to perfect the research results, it can also be carried out in different health clinics so that it will be a more comprehensive research, can be carried out on the same topic, so it is better to use different respondents and increase the number of samples and complete the theoretical basis of the research in more detail so that the resulting analysis results are more accurate.

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INTRODUCTION

Health is an important need and a top priority for society at this time, especially during the Covid-19 pandemic. Every day the number of people using health services is increasing. To meet these needs, many health service providers have sprung up which has resulted in an even tighter level of competition so that people are more selective in choosing health service providers. The decision to choose a health facility is usually influenced by various factors, including service quality, brand image and price of medical services. Therefore, every health service provider manager is competing to improve the quality of health services provided, strengthen brand image and set prices for medical services that are affordable for people from all walks of life.

Medizen Pratama Clinic, which was chosen as the object of this study, is one of the health service providers. The patient's decision to use health services from the Medizen Pratama Clinic occurs when the services provided are in accordance with what is expected by the patient. Based on the results of preliminary observations, the researchers obtained data on the number of patients who had visited/treated the Pratama Medizen Clinic in 2020 and 2021.

Personality traits are patterns of behavior and ways of thinking as well as a person's ability to adapt to the environment (Hilgard in Nemati & Vazirzanjani, 2019), which are reflected through thoughts, feelings and attitudes and behavior of medical personnel towards the work they are responsible for. This shows that each job/task and position must be given to the right person and has a personality appropriate to the job/task and position so that a job/task can be completed properly. In addition, personality traits are a reflection of brand image to patients. The success of creating a positive brand image is largely determined by the personality traits shown by medical personnel in providing health services.

The number of patient visits at the Medizen Primary Clinic has decreased in 2021 and even quite significantly in 2022 when compared to 2020, and has decreased again in the first two months of 2023. This indicates that there is a problem with the quality of the health services provided which will ultimately have an impact directly to the image of Medizen Primary Clinic itself. Patients will consider a quality health service if many people who visit use their services give an assessment or have a good perception of the clinic.

Image can shape the patient's perception of a clinic. Bravo et. al. (2021) stated that image is the name and characteristics of a product or service that is published through various media so that the brand can be remembered by consumers. One indicator of the success of a health service provider is its ability to build a brand image. In the midst of increasingly fierce competition, brands can be one of the attractions to attract consumers to be able to use the service facilities offered. According to (Zeithaml et.al 2017), consumers will provide subjective judgments or form direct perceptions of brand image. This is because the image has the ability to influence customer perceptions of the products or services offered.

According to Kotler and Armstrong (2019), price is the amount of money spent or the value exchanged by consumers to benefit from using a product or service. In other words, consumers can feel the benefits of products that have been purchased or services provided after spending a certain amount of money, and feel satisfied because the perceived benefits are comparable or even higher than the nominal amount of money that has been spent.

According to Zeithaml et.al. (2019), subjective assessments given by consumers will form direct perceptions of brand image. This is because image has the ability to influence consumer perceptions of the products or services offered. Health clinics that have a good brand image tend to be more easily accepted by patients. Therefore, the main use of brand image apart from building a positive image in the eyes of patients will also provide business benefits so that they have opportunities to increase service offerings, market share and growth rates. In addition, it can trigger the human resources who work in it to work more productively and be full of pride for the clinic getting a good brand image.

As it is known that at Medizen Pratama Clinic, every medical staff has a different personality so this can indirectly affect brand image. Problems related to personality include medical personnel who are not fully able to adapt to their jobs. This can be influenced by many factors, one of which is the personality characteristics of the individual medical personnel. One element that is also important related to brand image and is a consideration for patients in choosing a clinic is the determination of the price or costs that must be incurred for the medical services provided. Price has an important role in the patient's decision-making process to use the health services offered.

In determining the price of medical procedures for small/simple, medium, large, advanced and special procedures, it is generally based on unit cost calculations by taking into account the capabilities and economic conditions of the local community and other health facilities. The tendency that occurs is that some patients from the upper middle class do not mind the price of medical services which is quite expensive to get quality health services from well-known health service providers, but this does not apply to patients from the lower middle class.

From the explanation above, the authors are interested in analyzing more deeply the effect of the price of medical services and the personality traits of medical personnel on brand image, which is mediated by the quality of health services at Medizen Primary Clinic.

RESEARCH METHOD

This research was conducted at Medizen Primary Clinic. The research method used in this study is quantitative. The population in this study were patients who had visited/treated the Medizen Primary Clinic. The sample of this research is 90 respondents. In this study, researchers used non-probability sampling techniques. In this study, researchers used saturated sampling technique (census). Data collection techniques in the form of a statement about the nature, circumstances, certain activities and the like. In this study, the data analysis method used Structural Equation Modeling-Partial Least Square (SEM-PLS) using SmartPLS version 4 software (Ghozali, 2017).

Table 1. Variable operationalization

Variable	Definition variable	Dimensions	Measurement Scale
Prices for Medical Services	The amount of money paid by consumers for the services provided by medical personnel and the benefits are felt.	1. Affordability 2. Compliance with quality 3. Competitiveness 4. Compatibility with benefits	Likert scale
Personality Traits of Medical Personnel	A person's behavior pattern and way of thinking determines his ability to adapt to the environment	1. Openness to experience 2. Conscientiousness 3. Extraversion 4. Agreeableness 5. Neuroticism	Likert scale
Quality of Health Services	Compliance with professional standards by utilizing all available resources so as to meet customer needs and achieve goals optimally.	1. Availability and continuity of implementation 2. Acceptable and reasonable 3. Easily accessible and affordable 4. Quality	Likert scale
Brand Image	A set of beliefs, ideas, attitudes and behaviors and the impression that one's consumers have about a brand.	1. <i>Brand identity</i> 2. <i>Brand personality</i> 3. <i>Brand association</i> 4. <i>Brand attitude & behavior</i> 5. <i>Brand benefit & competence</i>	Likert scale

1. Independent Variable (Independent Variable)
According to Sugiyono (2019), the independent variable is a variable that is referred to as a stimulus variable, a predictor, an attenuator that influences or is the cause of the change or the emergence of the dependent variable. In this study the independent variables are Price of Medical Services (X1) and Personality Traits of Medical Personnel (X2).
2. Mediation Variable (Intervening Variable)
According to Sugiyono (2019), intervening variables are variables that theoretically affect the relationship between the independent and dependent variables into an indirect relationship and cannot be observed and measured. This variable is an intervening variable that lies between the dependent variable and the independent variable, so that the independent variable cannot directly affect the change or emergence of the dependent variable. In this case the intervening variable is Quality of Health Services (Z).
3. Dependent Variable
According to Sugiyono (2019), the dependent variable (output) is a variable that is influenced or becomes a consequence, because of the existence of the independent variable. In this research the dependent variable is Brand Image (Y).

This research variable is basically everything in whatever form is determined by the researcher to be studied so that information is obtained about it, then conclusions are drawn.

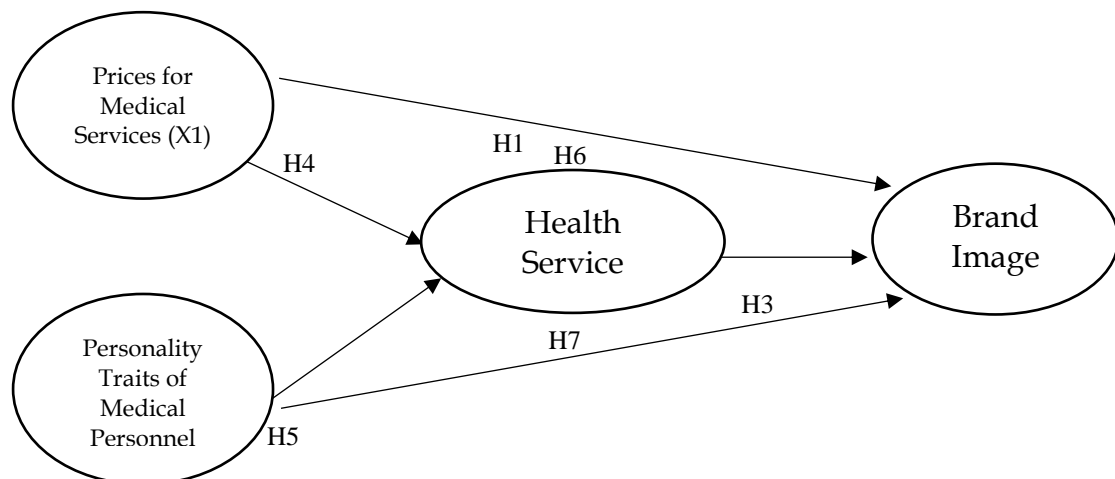


Figure 1. Research conceptual framework

Explanation of the Nature of Moderation

1. Effect of Medical Service Prices on Brand Image
One of the important elements related to brand image and a patient's consideration in choosing a clinic is the pricing or costs that must be incurred for the medical services provided.
2. The Influence of Personality Traits of Medical Personnel on Brand Image
The strength of the brand image can be influenced by the interaction that exists between the medical staff on duty and the patients so that the patients can get to know the Pratama Medizen Clinic well.
3. Effect of Health Service Quality on Brand Image
Perceptions of the quality of services provided will continue in the process of image formation in the company. Patients will consider a quality health service if many people who visit use their services give an assessment or have a good perception of the clinic.
4. Effect of the Price of Medical Services on the Quality of Health Services

- Price is the sum of all values exchanged by consumers to benefit from using a product or service.
5. The Effect of Personality Traits of Medical Personnel on the Quality of Health Services
Personality traits reflect the thoughts, feelings and attitudes and behavior of medical personnel towards the work they are responsible for.
 6. Quality of Health Services mediates the effect of Medical Service Prices on Brand Image.
There is a tendency that patients from the upper middle class do not mind the price of medical services which is quite expensive to get quality health services from well-known health service providers.
 7. Quality of Health Services mediates the influence of Personality Traits of Medical Personnel on Brand Image.

The success of creating a positive brand image is largely determined by the personality traits shown by medical personnel in providing quality health services.

RESULTS AND DISCUSSIONS

Based on a meta-analysis of all existing literature data, the population in this study had made repeated visits to the Medizen Pratama Clinic. This study entitled The Effect of Medical Service Prices and Personality Traits of Medical Personnel on Brand Image which is mediated by Quality of Health Services at Medizen Pratama Clinic and aims to determine the effect of the variables of Medical Services, Personality Traits of Medical Personnel, Brand Image which are mediated by Quality of Health Services.

Data analysis

Validity test

Based on the operational variables of this research, a research model was formed which was then run using the PLS - Algorithm to test the feasibility of the model. To test the feasibility of the model using the outer model (measurement model), namely the relationship between the indicator and the construct. To test the validity of the model using the factor loading value while to test the reliability using the Composite Reliability (CR), Cronbach's Alpha (CA) and Average Variance Extracted (AVE) values.

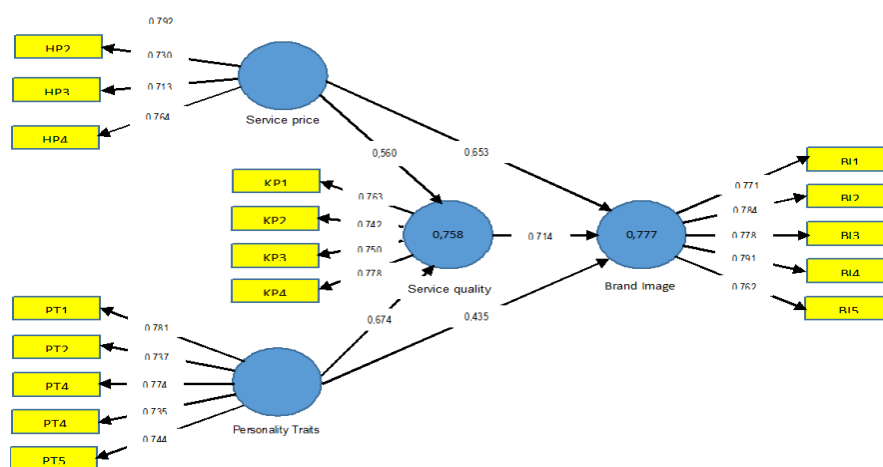


Figure 2. PLS Algorithm Structural Model

The validity of a question item can be seen in the results of the outer loading output (measurement model) or convergent validity is used to test the unidimensionality of each construct. A study is said to be valid if the loading factor indicator value must be greater than or equal to 0.7. Based on the picture above, the research structure model is said to be valid because all loading factor indicator values must be greater than 0.7.

Where for more details can be seen in the table below:

Table 2. Outer Loading Table

No	Service Price (X1)	Personality Traits (X2)	Service Quality (Z)	Brand Image (Y)
1	0,792	0,781	0,763	0,769
2	0,730	0,737	0,742	0,776
3	0,713	0,774	0,750	0,761
4	0,764	0,735	0,778	0,742
5		0,744		

Based on the picture above, it can be seen from each variable Service Price (X1), Personality Traits (X2), Brand Image (Y), and Service Quality (Z). The loading factor values are the Service Price indicator (X1), Personality Traits indicator (X2), Brand Image indicator (Y), and Service Quality indicator (Z). For all the variables in the table above, namely the loading factor value above 0.7, it can be said to be valid. And research can be continued.

Table 3. Cross loading

	Service Price	Personality Traits	Service Quality	Brand Image
HP.1	0,792	0,634	0,623	0,650
HP.2	0,730	0,613	0,641	0,628
HP.3	0,713	0,617	0,688	0,610
HP.4	0,764	0,698	0,635	0,685
PT.1	0,663	0,781	0,528	0,548
PT.2	0,579	0,737	0,621	0,582
PT.3	0,587	0,774	0,593	0,596
PT.4	0,568	0,735	0,616	0,527
PT.5	0,583	0,744	0,599	0,538
KP.1	0,568	0,621	0,763	0,661
KP.2	0,545	0,599	0,742	0,568
KP.3	0,537	0,534	0,750	0,519
KP.4	0,582	0,578	0,778	0,612
BI.1	0,527	0,577	0,564	0,769
BI.2	0,544	0,548	0,592	0,776
BI.3	0,581	0,603	0,564	0,761
BI.4	0,575	0,536	0,557	0,742
BI.5	0,531	0,581	0,573	0,764

Based on the table above, it can be seen that the cross loading value for each indicator is appropriate to explain the construct of each variable and is proven valid.

Table 4. Average variance extracted (AVE)

Variable	Average Variance Extracted (AVE)
Service Price	0,648
Personality Traits	0,663
Service Quality	0,618
Brand Image	0,641

From the table above, it can be seen that the Average Variance Extracted (AVE) value of all variables is greater than 0.5 so that they are declared eligible. By taking into account the value of the AVE value, it can be decided that all research data are declared to meet the convergent test requirements.

Table 5. Discriminant validity

Variable	e-Digital service	Medical Competency	Patient Trust	Interest in Repeat Visit
Service Price	0,765			
Personality Traits	0,584	0,789		
Service Quality	0,526	0,763	0,773	
Brand Image	0,685	0,593	0,670	0,796

From the table above it can be concluded that the loading value of each indicator has a value greater than the loading value of other variables so that it is declared valid. The table above shows that the correlation value of constructs with their indicators is greater than the correlation values with other constructs. Thus that all constructs or latent variables already have good discriminant validity, where the indicators in the construct indicator block are better than the indicators in other blocks.

Table 6. Composite reliability

Variable	Composite reliability
Service Price	0,838
Personality Traits	0,781
Service Quality	0,789
Brand Image	0,826

Based on the table above, it can be seen that the composite reliability value of all research variables is greater than 0.7. Thus, it can be concluded from these results that all variables have a good level of reliability.

Table 6. r-square

R Squares	
Service Quality	0,683
Brand Image	0,652

Based on the data in the table above, it can be seen that the percentage of Service Quality is explained by the variable Price of Medical Services and Personality Traits of Medical Personnel by 68.3%, while the remaining 31.7% is influenced by other variables not analyzed in this study. Meanwhile Brand Image is explained by the variable Service Quality of 65.2%, and the remaining 34.8% is influenced by other variables not analyzed in this study.

Table 7. Model fit

	Saturated Model	Estimated Model
SRMR	0,082	0,082
d_U LS	2,743	2,743
d_G	2,687	2,687
Chi-Square	1248,993	1248,993
NFI	0,784	0,784

In the Fit Model, the NFI value was 0.784 which, when presented, became 78.4%, which means that the model used in this study was 78.4% correct.

Table 8 path coefficient

Hypotesis	Influence	Original Sampel (O)	Sampel Mean (M)	Standard Deviation	T-Statistics	P-Values
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Hypothesis	Influence	Original Sampel (O)	Sampel Mean (M)	Standard Deviation	T-Statistics	P-Values
H1	Service Price → Brand Image	0,653	0,644	0,078	6,586	0,001
H2	Personality Traits → Brand Image	0,435	0,424	0,113	3,590	0,020
H3	Service Quality → Brand Image	0,714	0,603	0,064	6,413	0,002
H4	Service Price → Service Quality	0,460	0,448	0,079	3,588	0,012
H5	Personality Traits → Service Quality	0,674	0,652	0,110	3,446	0,002

Based on the data in the table above, it can be interpreted that the highest path coefficient value is indicated by the influence of Service Quality on Brand Image of 0.714. Then proceed with the second biggest influence, namely the Price of Medical Services on Brand Image of 0.674.

Table 9. Specific indirect effects

Hypothesis	Influence	Original Sampel (O)	Sampel Mean (M)	Standard Deviation	T-Statistics	P-Values
H6	Service Price → Service Quality → Brand Image	0,052	0,048	0,063	2,964	0,004
H7	Personality Traits → Service Quality → Brand Image	0,250	0,236	0,106	2,855	0,002

To measure the significance of the hypothesis seen from the comparison of the t-table and t-statistic values. The guideline used is if the t-statistic is higher than the t-table value the decision taken by the hypothesis is accepted. The t-table value for alpha 5% is 1.671. So in accepting the hypothesis criteria if the t-statistic value is greater than the t-table it can be said to be significant, whereas if the t-statistic value is smaller than the t-table then it has no effect.

Discussion

1. The price of medical services has a positive effect on brand image.
The results of the first hypothesis testing show the t-statistic value of 6.586 > 1.681 and P-Values 0.001 < 0.05, so the hypothesis is accepted. Thus it can be decided that the price of medical services has a positive effect on brand image. These results reinforce the results of Primary's research, Alvaeniyah (2022) showing price has a positive and significant effect on brand image. Krisna Bayu Wicaksana (2018) in his research also shows that price has a positive and significant effect on brand image.
2. The Personality Traits of Medical Personnel have a positive effect on Brand Image.
The results of testing the second hypothesis showed a t-statistic value of 3.590 > 1.681 and a P-value of 0.020 < 0.05, so the hypothesis was accepted. Thus it can be decided that the personality traits of medical personnel have a positive effect on brand image. The success of creating a positive brand image is largely determined by the personality traits shown by employees in providing services. The results of this study strengthen the research conducted

by Miftiha Nur Ihyaini (2015) in his research proving that the big five personality influences brand image.

3. Service Quality has a positive effect on Brand Image.
The results of testing the third hypothesis obtained a t-statistic value of $6.413 > 1.681$ and P-Values of $0.002 < 0.05$, so the hypothesis was accepted. Thus it can be decided that service quality has a positive effect on brand image. Customers will judge a company to have a good brand image if it is able to provide quality service and satisfy customer expectations and desires. The results of this study reinforce the research conducted by Atik Ratnawati (2013) which also proves that service quality has an effect on brand image.
4. The price of medical services has a positive effect on service quality.
The results of testing the fourth hypothesis obtained a t-statistic value of $3.588 > 1.681$ and P-Values $0.012 < 0.05$, so the hypothesis was accepted. Thus it can be concluded that the price of medical services has a positive effect on service quality. Consumers do not mind spending a certain amount of value because they are satisfied to be able to feel the benefits of the product purchased or the service received, even more than their expectations. Some consumers are even willing to pay more because they feel the service they receive is of high quality.
5. The Personality Traits of Medical Personnel have a positive effect on Service Quality
The results of testing the fifth hypothesis showed a t-statistic value of $3.446 > 1.681$ and a P-value of $0.002 < 0.05$, so the hypothesis was accepted. Thus it can be concluded that the personality traits of medical personnel have a positive effect on service quality. This shows that a job or position must be given to a worker who has the right personality so that the job can be done properly and with quality. In other words, the quality of health services can be realized if they are provided by medical personnel who have good personality traits.
6. Service Quality mediates the effect of Medical Service Prices on Brand Image.
The results of testing the sixth hypothesis showed a t-statistic value of $3.853 > 1.681$ and a P-value of $0.004 < 0.05$. These results indicate that the sixth hypothesis is accepted, which means that service quality can mediate the effect of medical service prices on brand image. Price has an important role in the patient's decision-making process to use the health services offered. There is a tendency that patients from the upper middle class do not mind the price of medical services which is quite expensive to get health services from health service providers who have a positive brand image.
7. Quality of Service mediates the influence of Personality Traits of Medical Personnel on Brand Image
The results of testing the seventh hypothesis show a t-statistic value of $3.855 > 1.681$ and P-Values $0.002 < 0.05$. These results indicate that the seventh hypothesis is accepted, which means service quality can mediate the influence of medical personnel's personality traits on brand image. The success of creating a positive brand image is largely determined by the personality traits shown by medical personnel in providing quality health services. Patients will consider a quality health service if many people who visit use their services give an assessment or have a good perception of the clinic's brand image.

CONCLUSION

The conclusions from this study can be drawn as follows: The price of medical services and the personality traits of medical personnel have a significant relationship and influence on brand image. Thus, the more competitive the price of medical services is set and the more appropriate the personality traits of medical personnel with their duties and responsibilities will create a positive brand image for Medizen Primary Clinic in patient perceptions. The price of medical services and the personality traits of medical staff have a significant relationship and influence on quality. aging

service. In other words, the quality of health services has a relationship and is strongly influenced by the pricing of medical services and the personality traits of each Medizen Primary Clinic medical staff. The quality of service can mediate the effect of the price of medical services and the personality traits of medical personnel on brand image. In other words, the brand image of Medizen Pratama Clinic is getting better because the health services provided are considered to be of high quality at the price of medical services set in proportion to the benefits felt by the patients and strengthened by the personality traits of the medical staff according to their duties and responsibilities. Based on the conclusions obtained from this study, there are several practical and theoretical suggestions that can be taken into consideration by Medizen Pratama Clinic and research that will be carried out further. Future research can use other variables that influence brand image to improve the results of their research. Further research can also be carried out at different health clinics so that it will become a more comprehensive study. If further research is to be carried out on the same topic, then it is better to use different respondents and increase the number of samples and complete the theoretical basis of the research in more detail so that the resulting analysis results are more accurate. The determination of the price of medical services is adjusted to the condition and economic capacity of the community. The character and personality of the medical staff are uniform so that consumers feel comfortable when receiving health services. The quality of service is further improved to create patient satisfaction so as to create a positive Pratama Medizen Clinic brand image. The implication of this research is that it can use other variables that influence brand image to perfect the research results, it can also be carried out in different health clinics so that it will be a more comprehensive research, can be carried out on the same topic, so it is better to use different respondents and increase the number of samples and complete the theoretical basis of the research in more detail so that the resulting analysis results are more accurate.

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