Influence of brand awareness on new patient visits: a study at bhayangkara Anton Soedjarwo Pontianak hospital

Husna Hafilah 'Adani[*), Iwan Dewanto
Master of Hospital Administration, Universitas Muhammadiyah Yogyakarta, Indonesia

Article Info

ABSTRACT

The fading of brand awareness can occur because consumers tend to think about brands in limited range. New patient visits at Bhayangkara Anton Soedjarwo Hospital Pontianak in 2020 were low, only 10.9% per month. The purpose of this study is to explain the influence of the Brand Awareness components, namely Top of Mind, Brand Recall, Brand Recognition, and Brand Unaware on the New Visit Decision. This study uses quantitative method with cross-sectional research design. The research sample was 100 outpatient polyclinic patients who made new visits and met the inclusion and exclusion criteria, using purposive sampling techniques. Data analysis using the SmartPLS 3 application. Brand Awareness influence on New Visit Decisions at Bhayangkara Anton Soedjarwo Pontianak Hospital by 57%. Top of Mind has no significant effect (P-value -0.058). Brand Recall has a significant positive influence (P-value 0.005). Brand Recognition has a significant positive influence (P-value 0.03). Brand Unaware has a negative effect on New Visit Decisions (P-value 0.001). There is an influence of Brand Awareness on New Visit Decisions at Bhayangkara Anton Soedjarwo Pontianak Hospital.

Corresponding Author:

Husna Hafilah 'Adani,
Universitas Muhammadiyah Yogyakarta
Email: husna.ha22222@gmail.com

Introduction

Bhayangkara Anton Soedjarwo Pontianak Hospital is a hospital owned by the National Police of the Republic of Indonesia. As a public service agency, this hospital has the privilege of being in financial management which based on effectiveness and productivity. With the current national health insurance payment system, hospital revenues will increase when there are new claims come from new patients. The total number of patients who visited Bhayangkara Anton Soedjarwo Pontianak Hospital on the outpatient polyclinic averaged 64 people per day. This hospital in 2020 was dominant in having a trend of long-term patient visits. New patient visits average only around 10.9% of total visits each month. Increasing new patient visits is main focus of the hospital marketing. So, Bhayangkara Anton Soedjarwo Pontianak Hospital should increase the number of new patients visit. In addition, the increase in the number of new patient visits indicates an expansion of the market which is a success of the marketing process (Aaker & Moorman, 2017).

A marketing strategy with increased brand awareness is an option that can be developed. Brand awareness is one of the steps that can be tried to increase the number of new patient visits through brand strengthening so that it can build consumer trust (Wasil, 2017). The existence of a good impression and a strong brand produces brand awareness in the minds of consumers and makes the basic motivation for consumers in choosing a product and ultimately making purchasing decisions (Wicaksono, 2014). Bhayangkara Anton Soedjarwo Pontianak

Hospital has several advantages in the form of a long-established hospital, namely since 2002. The position of the hospital located on K.S. Street Tubun number 14, is a location that is easily accessible to the community because it is in the middle of Pontianak City. In addition, Bhayangkara Anton Soedjarwo Pontianak Hospital has excellent services consisting of 13 specialist services, forensic services, and also the treatment of domestic violence in children and females. This hospital was chosen as the research location because it is a government-owned hospital, located in a strategic city center. In addition, within 2 km there are 4 other hospitals nearby so the competition is quite high.

The low number of new patient visits may occur due to low brand awareness among the people of Pontianak City. The assumption that the Bhayangkara Anton Soedjarwo Pontianak Hospital is a special hospital for members of the Indonesian National Police may cause the people of Pontianak City to lack interest in making a medical visit. In addition, the lack of public information, not knowing the advantages of the hospital, and never hearing of recommendations about the Bhayangkara Anton Soedjarwo Pontianak Hospital are some aspects of low brand awareness. As previously stated, information is an important component that plays a role in visiting decisions. Previous research on the influence of brand awareness on new visit decisions has been limited. Gianduzzo et al., (2016), conducted research on the influence of brand awareness in healthcare at Australia.

That study same as this research that conducted in government-owned healthcare. Research from Kristianawati & Sulistyani (2023) predominantly explains that digital marketing affects visit decisions (old and new visits). Both studies not explain the level of brand awareness in the healthcare. Furthermore, Bhayangkara Anton Soedjarwo Pontianak Hospital has been marketing to increase patients, but has not explored how the brand awareness of the people of Pontianak City towards the hospital. This research was conducted to find out how brand awareness among the people of Pontianak City and its surroundings towards Bhayangkara Anton Soedjarwo Pontianak Hospital. This research will show the strength of brand awareness components or level such as Top of Mind, Brand Recall, Brand Recognition, and Brand Unaware. Therefore, it is expected to help understand marketing strategies to enhance New Visit Decisions and serve as a guide for creating marketing plans.

Method

This research uses quantitative method with cross-sectional research design. The research technique used is observational descriptive analytics by collecting data using questionnaires. The questionnaire contains questions about Top of Mind, Brand Recall, Brand Recognition, and Brand Unaware as independent variables and the New Visit Decision as dependent variables. The scale of this research is Ordinal and measured with a 4-level Modified Likert scale. This research was conducted from November until December 2022. The population in this study was outpatient polyclinic patients per months at Bhayangkara Anton Soedjarwo Hospital Pontianak in the period of 2020 (trends in visits within one year). The average number of visits per month is 1945 people. By using the Lemeshow formula, the study sample was 100 outpatient polyclinic patients who met inclusion and exclusion criteria, with purposive sampling techniques.

The inclusion criteria are >17 years old, never doing a medical check at Bhayangkara Anton Soedjarwo Pontianak Hospital, willing to be a respondent, and the patient's condition that is possible to fill out the questionnaire. The exclusion criteria are patients who did not come at the time of the study, the patient's identity data is not filled in completely, and the patient's condition that makes it impossible to fill out the questionnaire. As a precaution, the researcher collected 120 data. There were 16 excluded data due to incomplete data entry, involving long-term patients and individuals under 17 years old. However, data analysis is still conducted with 100 data. Researcher's consideration in conducting purposive sampling is that there are inclusion criteria that must be met, considering that the sample is a patient who is receiving medical treatment.

This research instrument is a modification of the questionnaire by (Wibowo, 2017). At the initial stage, 30 people tested for the validity and reliability of the research instrument. Validity is tested using the Pearson Product Moment where all variables have a P-value below 0.05. Meanwhile, the reliability of the instrument was tested using Alpha Cronbach and all variables had an Alpha Cronbach value of >0.6. After that, questionnaires were distributed to all respondents. The questionnaire consisted of identity, socioeconomic characteristics including work and expenses per month, and questions regarding Top of Mind, Brand Recall, Brand Recognition, Brand Unaware and New Visit Decision. Answer choices regarding brand awareness and new visit decisions using the 4-point Likert scale. The results of respondents' answers then calculated and categorized descriptively based on their characteristic such as residential district, occupation, monthly expenses, and payment method. In addition, these answers are also processed using the SmartPLS3 application using non-parametric methods as multiple regression analysis, to test research hypotheses. The hypotheses were: (1) H1:

There is a Top-of-Mind influence on the two New Visit Decisions at Bhayangkara Anton Soedjarwo Hospital Pontianak. (2) H2: There is a Brand Recall influence on the two New Visit Decisions at Bhayangkara Anton Soedjarwo Hospital Pontianak. (3) H3: There is a Brand Recognition influence on the two New Visit Decisions at Bhayangkara Anton Soedjarwo Hospital Pontianak. (4) H4: There is a Brand Unaware influence on the two New Visit Decisions at Bhayangkara Anton Soedjarwo Hospital Pontianak

Instrument validity testing was carried out using Pearson Product Moment. Validity is expressed by $p < 0.05$ (Sugiyono, 2019). all question items for the variables Top of Mind, Brand Recall, Brand Recognition, Brand Unaware, and New Visit Decision have a p value <0.05, so the instruments can be declared as valid. The instrument reliability test was carried out using Cronbach's Alpha. The research is said to have reliability at Cronbach Alpha > 0.6 and the Cronbach Alpha value if the item is deleted is smaller than the Cronbach Alpha value (Sugiyono, 2019). All question items for the variables Top of Mind, Brand Recall, Brand Recognition, Brand Unaware, and new Visit Decision have a Cronbach's Alpha value of >0.6, so the instrument can be declared as reliable.

Results and Discussions

Descriptive Analytics

Based on the research conducted on 100 respondents, the following characteristics can be identified:

Table 1. Respondents Characteristic Based on Occupation at Bhayangkara Anton Soedjarwo Pontianak Hospital

Occupation	n	Percentage
Private sector employee	31	31%
Student	19	19%
Housewife	17	17%
PNS/BUMN	10	10%
TNI/POLRI	9	9%
Entrepreneur	7	7%
Healthworker	4	4%
Unemployee	2	2%
Farmer	1	1%
Total	100	100%

Source: Processed data by researchers

Based on Table 1, it can be observed that the occupations of the respondents varied, with 31% being private employees, 19% students, 17% housewives, 10% civil servants or state-owned enterprise employees, 9% military or police personnel, 7% entrepreneurs, 4% healthcare workers, 2% unemployed, and 1% farmers.

Table 2. Respondents Characteristic Based on Payment Methods and Monthly Expenses at Bhayangkara Anton Soedjarwo Pontianak Hospital

Payment Methods	n	Percentage
BPJS	70	70%
Mandiri	30	30%
Total	100	100%
Monthly Expenses	n	Percentage
Less than Rp 354.000	7	7
Rp 354.000 – Rp 532.000	16	16
Rp 532.001 – Rp 1.200.000	31	31
Rp 1.200.001 – Rp 6.000.000	38	38
More than Rp 6.000.000	8	8
Total	100	100%

Source: Processed data by researchers

The payment method of the respondents according to Table 2 is that 70% use BPJS and 30% use individual or independent payment. The majority of respondents' monthly expenses range from Rp 1,200,001 to Rp 6,000,000, with 38 respondents.

Table 3. Respondents Characteristic Based on Domicile of Residence at Bhayangkara Anton Soedjarwo Pontianak Hospital

Regency / City of Domicile	n	Percentage
Kota Pontianak	62	62
Kab. Kubu Raya	25	25
Kab. Sintang	4	4
Kab. Sanggau	3	3
Kab. Ketapang	2	2
Kab. Kayong Utara	2	2
Kab. Sambas	1	1
Kab. Landak	1	1
Sub-district of domicile	n	Percentage
Pontianak Kota	15	24,2%
Pontianak Timur	14	22,6%
Pontianak Utara	13	21%
Pontianak Barat	9	14,5%
Pontianak Selatan	8	12,9%
Pontianak Tenggara	3	4,8%

Source: Processed data by researchers

Based on Table 3, the majority of respondents reside in the city of Pontianak, totaling 62 individuals, while 25 individuals live in Kubu Raya Regency. Respondents living in Pontianak come from various districts, namely Pontianak Kota District (24.2%), Pontianak Timur District (22.6%), Pontianak Utara District (21%), Pontianak Barat District (14.5%), Pontianak Selatan District (12.9%), and Pontianak Tenggara District (4.8%).

Hypothesis Test

Table 4. R-square

	R-Square
New Visit Decisions	0,570

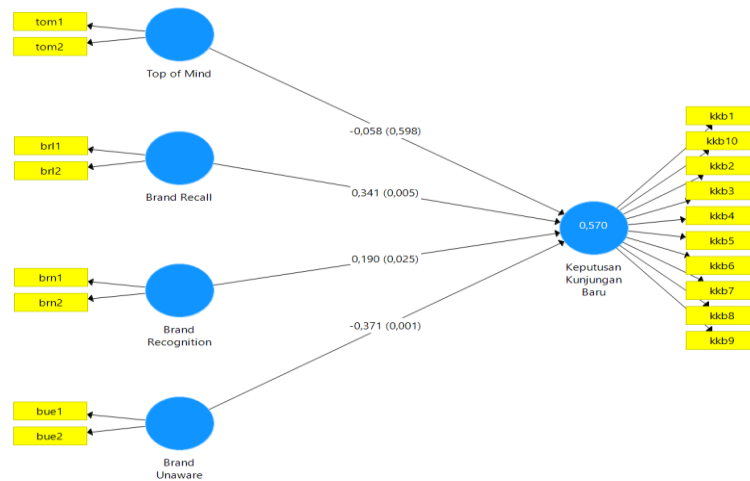Source: Processed data by researchers

The first hypothesis test is the inner model test. Testing of the inner model is carried out by looking at the R-square value which is the goodness-fit test of the model. Changes in the value of R-squares can be used to assess the influence of certain independent latent variables on whether they have a substantive influence (Ghozali, 2020). The variability of the New Visit Decision construct can be explained by the variability of The Brand Awareness construct is 57%, while 43% is explained by other variables beyond those studied.

Table 5. Path Coefficients

	Original Sample (O)	T Statistic	P Values
Brand Recall -> New Visit Decisions	0,341	2,828	0,005
Brand Recognition -> New Visit Decisions	0,190	2,156	0,032
Brand Unaware -> New Visit Decisions	-0,371	3,481	0,001
Top of Mind -> New Visit Decisions	-0,058	0,545	0,586

Source: Processed data by researchers

The second test is to look at the significance of the influence of Brand Awareness components on New Visit Decisions by looking at the value of the parameter coefficient and the significance value of T statistics through the Path Coefficients. The Brand Recall has a parameter coefficient valued at 0,341 means that there is a positive influence on New Visit Decisions with a significant T-value of 2,828 (T-table at 5%=1,660). Brand Recognition has a positive effect on the New Visit Decision which is indicated by a parameter coefficient valued at 0,190 and significant at 5%. Brand Unaware has negative effects on the New Visit Decision which is indicated by a parameter coefficient of -0,371 and significant at 5%. Top of Mind has a parameter coefficient of -0,058 on the New Visit Decisions and an insignificant statistical T-value of 0,586 at 5%.

Picture 1. Inner Model (Path Coefficients dan P value)
Source: Processed data by researchers

Work is a human activity as a social being in the form of an effort carried out with a sense of responsibility and carried out in a certain place and time both to obtain rewards (Wiltshire, 2016). According to the Population and Civil Registration Office of West Kalimantan Province (2023), the occupations of people in West Kalimantan are 34.5% private work, 28% not working, 18.9% housewives, 16.1% students 1.5% civil servants, 0.3% TNI / POLRI, and 0.3% retirees. The occupation of the respondents in this study was mostly private employees as much as 31%, while respondents who worked as TNI / POLRI were only 9%. This shows that Bhayangkara Anton Soedjarwo Pontianak Hospital is not only known by TNI/POLRI members, but also civilians.

Last month's expenditure is the actual consumption expenditure during the last month, not calculated by a year's expenditure divided by twelve months (BPS, 2023). The majority of respondents' monthly expenditure was Rp 1,200,001 - Rp 6,000,000. According to The World Bank (2019), this amount of expenditure falls into the middle-class category. The middle class has higher domestic consumption due to a higher consumptive tendency than the upper class and because it has a higher income when compared to the lower class (Banerjee & Newman, 1993). The middle class has distinctive characteristics. According to Kardes (2018), middle-class consumers are a group of consumers who are educated, connected to social media, and have a desire for a wider range of services. The existence of these characteristics can be utilized as a marketing step for Bhayangkara Anton Soedjarwo Hospital Pontianak. The utilization of social media to share information about the type of service, doctor's schedule, registration flow, and examination fees can be done. In addition, according to Fukuyama (2013), middle-class consumers spend their time and money to improve their quality of life including routine medical check-ups.

BPJS is short for Social Security Organizing Agency which aims to carry out social security activities according to the definition of Article 1 Paragraph 1 of Law Number 24 of 2011 concerning Social Security Organizing Agency. BPJS is also a national health insurance that improves the quality of health services and administration so that it can work efficiently, standardized, and integrated using information technology (Mukti et al., 2022). 70% of respondents in this study used BPJS as a payment method. This shows that BPJS coverage in Pontianak City is quite high. Based on data obtained from the Population and Civil Registry Office of West Kalimantan Province until September 1, 2022, 77.5% of the 5,482,046 population have registered as BPJS participants (Muharrami, 2022). In addition, the majority of respondents use BPJS as a payment method because it is in accordance with the economic conditions dominated by the middle class. National health insurance has one important element in its scheme which is to be attractive and acceptable to the middle class. The middle-class population receives more health insurance subsidies than low-income people because the knowledge and awareness of health in the middle class is higher (Thabrany et al., 2003).

65% of respondents in this study live in Pontianak City, with the majority coming from Pontianak City and East Pontianak sub-districts. The majority of patients at Bhayangkara Anton Soedjarwo Pontianak Hospital come from the sub-districts surrounding the hospital. There were 4.8% of respondents who came from that Southeast Pontianak Sub-district. This is comparable to BPS Pontianak City data in 2024 that Southeast Pontianak Sub-district has the lowest population in Pontianak City, which is 7% or 49,180 people (BPS Kota Pontianak, 2024). Promotional programs can be implemented in other sub-district areas where the level of new

visits is still low in the context of expansion. Social services and cooperation with partners can be carried out. According to Fanani & Sukaris (2023), cooperation with local governments, private companies, and state-owned enterprises (SOEs) will build a positive image and provide access to a wider new market. In addition, location-based advertising through Instagram ads is effective for attracting potential customers (Ekaputra et al., 2022).

In general, purchasing decisions are influenced by several factors. There are five factors, namely brand, consumer perception, behavior, purchase intention, and demographic factor (Nguyen & Gizaw, 2014). The brand value itself has several components, namely brand awareness, brand association, brand loyalty, and perceived quality (Aaker & Moorman, 2017). Based on SmartPLS3 analysis, the variability of the New Visit Decision construct that can be explained by the Brand Awareness construct is 57%, while 43% is explained by other variables beyond those studied. The decision of patient visits the hospital is influenced by five factors, namely brand equity, brand loyalty, brand image, brand awareness, and brand trust (Yuliani, 2019). Brand awareness and brand association are the two factors that most influence patients to make visits to a hospital (Ernawaty et al., 2020). Consumer knowledge about a brand is how consumers understand, feel, see, and hear a brand based on their experience. This knowledge makes a brand embedded in the minds of consumers and becomes more valuable for the brand.

The study found that there was a significant positive influence between Brand Recognition on New Visit Decisions. This finding is following Langi's research in 2013, that Brand Recognition is significant to purchasing decisions. This hospital has been conducting marketing through promotions, advertisements, and recommendations, so that the people of Pontianak City recognize this hospital. Furthermore, the hospital should intensify its marketing efforts by emphasizing the hospital's logo and name. The existence of a logo and symbol of a brand will help consumers have a lasting impression in their minds (Shahid et al., 2017). It is advisable for hospitals to create a mascot character to facilitate recognition for the public, which aligns with Kiliçarslan & Gündüzyeli (2021). The existence of brand recognition occurs because of the history of good treatment experience from other people around them, so respondents choose to make a new visit decision at this hospital. The recognition is also formed due to similarities Basal & Gayretlı research (2023). For example, respondents using BPJS coverage tend to choose government-owned hospitals, so the respondent selects a new visit decision at this hospital because it has similar facilitates as other government-owned hospitals.

Brand Recall in this study had the biggest positive influence on New Visit Decisions. This is following Langi's research that Brand Recall is the most influential factor in purchasing decisions (Langi, 2013). Bhayangkara Hospital is brands that are easy to recall because it reminds to National Police's synoym. In modern times, consumers rely more on their ability to remember when making purchase decisions due to the lack of time available to absorb marketing efforts such as advertising on television (Khurram et al., 2018). According to Patil (2022), brand positioning can function to increase brand recall and help build a positive brand image. According to Ainurrofiqin (2021), brand positioning is carried out in three stages. First, identify brands, customers, and competitors. Second, make a positioning statement that will guide internal parties in taking decisions that affect customer perception of the brand. This positioning statement contains four important elements, namely the target customer, the definition of the intended market, the brand promise or uniqueness of the brand, and the customer's reason to believe. Third, reflect on positioning. Finally, of course, the effectiveness of the brand positioning is tested.

This study found that Brand Unaware has a significant negative effect on New Visit Decisions, this statement is following research conducted by Ulansky (2023). This finding occurred because when consumers do not know the brand well, it will be easier for consumers to change to another brand (Inayati & Wahyuni, 2017). The use of people, process, and ambience strategies can be done to increase awareness (Santosa et al., 2021). Here are some of the things that can be done by Bhayangkara Anton Soedjarwo Hospital Pontianak. People is a personal approach by placing the hospital's Instagram account as if it were a friend's account, not like a business account that focuses on offering services only. Type-writers of content that contain things that relate to the situation in society will make them feel more personal. Process is to show the process that occurs during service at the hospital. The existence of a video that shows services ranging from registration to patients returning home will be very helpful for prospective consumers who have never visited a hospital. Ambience is to show a comfortable hospital atmosphere, a clean environment, and complete infrastructure in the content created.

This study found that Top of Mind was not significant to New Visit Decisions. This statement is in accordance with research conducted by Prasetyanto (2015). Top of Mind is a response when consumers mention the brand name that first appears in their minds. The brand has always been the main choice of consumers when making purchases (Hapsari et al., 2011). Top of Mind has a relationship with several factors that can influence the decision of the visit. According to Pauly & Joshua Selvakumar (2018), Top of Mind has a significant relationship with brand loyalty and age. The existence of high brand loyalty makes patients loyal to visit the hospital that is usually chosen, even though other hospitals have better services. Older patients are less likely to

open up to changes. This raises doubts about older patients transferring to another hospital. In addition, advertising is one of the factors that also affect the Top of Mind. According to Rini (2018), the frequency of advertisement serving, the attractiveness of messages, and the timing of advertisement serving have a positive effect on Top of Mind. The existence of appropriate and targeted advertising methods will be effective in attracting consumers.

Conclusions

Variability of the Brand Awareness construct can explain the variability of the New Visit Decision construct by 57%. Brand Recall and Brand Recognition have a significant positive correlation to New Visit Decisions. Meanwhile, Brand Unaware has a negative correlation to new visit decisions. Top of Mind does not have a significant effect because it is influenced by other factors. Suggestions are further research was conducted on factors that can affect Top of Mind. Also, further on the components that influence medical visit decisions such as ethnicity, hospital capacity, hospital distance, service rates, health status and duration of occurrence of the disease. Some ethnic groups have specific cultures, beliefs, and faiths related to medicine, which could potentially influence hospital visit decisions. Cost is one of the factors considered by Indonesian society when seeking medical treatment. Hospital capacity also plays a role – hospitals located close to the city and easily accessible may facilitate visit decisions. A large hospital capacity may attract patients to choose a particular hospital.

Bhayangkara Anton Soedjarwo Pontianak Hospital can increase brand awareness by implementing segmentation, targeting, positioning, differentiation, marketing mix, and value. Top of Mind and patient loyalty can be increased with the right advertising by the Funelling strategy, branding continuously, creating a good brand experience, creating a brand book, and co-branding with more well-known brands. Brand recall can be increased by increasing advertising through local TV shows or short films, increasing incidental exposure, and improving consumer personal experience. Brand recognition recall can be increased with video ads containing logos and other brand identities and implement the 7I strategy, namely invisibility, identity, innovation, insight, instantaneity, integration, and and interactivity. Brand unaware can be reduced by implementing people, process, and ambience strategies in the advertising content created.

References

Aaker, D. A., & Moorman, C. (2017). *Strategic market management*. John Wiley & Sons.

Ainurrofiqin, M. (2021). *99 Strategi Branding di Era 4.0: Kupas Tuntas Metode Jitu Membangun Citra Baik, Meyakinkan Pelanggan, dan Membangun Kesadaran Merek*. Anak Hebat Indonesia. https://forum.upbatam.ac.id/index.php/jim/article/view/6388

Banerjee, A. V., & Newman, A. F. (1993). *Occupational Choice and the Process of Development*. http://www.journals.uchicago.edu/t-and-c

Basal, M., & Gayretlı, S. (2023). Brand recognition action in mobile shopping. *E3S Web of Conferences*, *462*. https://doi.org/10.1051/e3sconf/202346203005

BPS. (2023). *Konsumsi dan Pengeluaran*. Badan Pusat Statistik. https://www.bps.go.id/subject/5/konsumsi-dan-pengeluaran.html

BPS Kota Pontianak. (2024). *Kota Pontianak Dalam Angka*.

Dinas Kependudukan dan Pencatatan Sipil Provinsi Kalimantan Barat. (2023). *Data Kependudukan Provinsi Kalimantan Barat*. Dinas Kependudukan Dan Pencatatan Sipil Provinsi Kalimantan Barat. https://dukcapil.kalbarprov.go.id/data/jenis-pekerjaan

Ekaputra, A., Prasastiningtyas, W., Setiawan, B. A., Setiawan, H., Febrianti, W., & Putri, F. K. (2022). The Effect of Location Targeted Internet Advertisement on Instagram to Gain Potential Customer for Service Bussiness (Case Study: @Kagumubeauty_). *The 2nd International Conference on Government Education Management and Tourism (ICoGEMT)+TECH*.

Ernawaty, E., Kendra, W. K., Supriyanto, S., Putri, N. K., & Husniyawati, Y. R. (2020). Brand equity analysis to increase health care utilization. *Journal of Public Health Research*, *9*(2), jphr-2020. https://doi.org/10.4081/jphr.2020.1821

Fanani, A. T., & Sukaris. (2023). IRJ: Innovation Research Journal Marketing Strategy to Carry Out Market Expansion at Petrokimia Gresik Hospital. *IRJ (Innovation Research Journal)*, *4*(2).

Fukuyama, F. (2013). The Middle-Class Revolution. *The Wall Street Journal*, *28*.

Gianduzzo, T. R. J., Gardiner, R. A., Rashid, P., Young, R., Frydenberg, M., & Kelly, S. (2016). Impact of branding on public awareness of healthcare-related governing bodies: a pilot study of the Urological Society of Australia and New Zealand brand. *BJU International*, *118*, 23–29. https://doi.org/10.1111/bju.13469

Hapsari, I., Pawitra, T., & Natalia, C. (2011). Top Of Mind Awareness (TOMA) Strategy For Hypermarket 'X'In Surabaya. *The 2nd International Research Symposium in Service Management*.

Inayati, L. S., & Wahyuni, D. U. (2017). Pengaruh kesadaran merek, persepsi kualitas, asosiasi merek, dan periklanan terhadap keputusan pembelian. *Jurnal Ilmu Dan Riset Manajemen (JIRM)*, *6*(4).

Kardes, I. (2018). *Middle-Class Consumers In Emerging Markets: Conceptualization, Propositions, And Implications For International Marketers*.

Khurram, M., Qadeer, F., & Sheeraz, M. (2018). The role of brand recall, brand recognition and price consciousness in understanding actual purchase. *Journal of Research in Social Sciences*, *6*(2), 219–241. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3215875

Kiliçarslan, M., & Gündüzyeli, B. (2021). Factors Affecting Brand Awareness. *European Journal of Science and Technology*. https://doi.org/10.31590/ejosat.906281

Kristianawati, S., & Sulistyani, L. (2023). Strategi Pemasaran Digital Marketing Melalui Brand Awareness Dan Kepercayaan Dalam Mempengaruhi Keputusan Kunjungan Pasien Rawat Jalan Di Rumah Sakit Indriati Boyolali. *Excellent*, *10*(2), 301–314. https://doi.org/10.36587/exc.v10i2.1633

Langi, K. (2013). The influence of brand recognition, brand recall, and top of mind to consumer buying decision. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, *1*(4). https://doi.org/10.35794/emba.1.4.2013.2964

Muharrami, N. (2022). *Optimalkan Pelayanan BPJS Kesehatan*. https://kalbarprov.go.id/berita/optimalkan-pelayanan-bpjs-kesehatan.html

Mukti, A. G., Jaya, C., & Suhard, R. L. (2022). Current condition of social security administrator for health (BPJS Kesehatan) in Indonesia: contextual factors that affected the national health insurance. In *Medical Journal of Indonesia* (Vol. 31, Issue 2, pp. 87–90). Faculty of Medicine, Universitas Indonesia. https://doi.org/10.13181/mji.com.226296

Nguyen, T. H., & Gizaw, A. (2014). *Factors that influence consumer purchasing decision of Private Label Food Product: A case study of ICA Basic*.

Pauly, L. E., & Joshua Selvakumar, J. (2018). Understanding the Top of the Mind Awareness/Brand Preference Congruence in Prospective Hospital Patients through Discriminant Analysis of Aaker's Brand Equity Model. *J Account Mark*, *7*(265), 2.

Prasetyanto, W. E. (2015). Pengaruh Top of Mind Terhadap Keputusan Pembelian Convenience Goods di Supermarket Mo-Ro Mall Purwokerto: Array. *JBIMA (Jurnal Bisnis Dan Manajemen)*, *3*(2), 146–153. https://journal.peradaban.ac.id/index.php/jbm/article/view/129

Rini, G. P. (2018). Peningkatan Top of Mind Melalui Frekuensi Penayangan, Daya Tarik Pesan Dan Waktu Penayangan Iklan. *Media Ekonomi*, *18*(2), 95–108. https://doi.org/10.30595/medek.v18i2.3054

Shahid, Z., Hussain, T., & Zafar, F. (2017). The impact of brand awareness on the consumers' purchase intention. *Journal of Accounting & Marketing*, *6*(01), 34–38. https://doi.org/10.4172/2168-9601.1000223

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif R&D* (1st ed., Vol. 1). Alfabeta.

Thabrany, H., Gani, A., Pujianto, Mayanda, L., Mahlil, & Budi, B. S. (2003). Social health insurance in Indonesia: current status and the plan for national health insurance. *Social Healthcare Insurance Workshop*.

The World Bank. (2019). *Aspiring Indonesia-Expanding the Middle Class*. www.worldbank.org

Ulansky, T. (2023). The Influence of Brand Awareness and Word of Mouth towards Customer Purchase Decision on Niancare Mask. *JIM UPB (Jurnal Ilmiah Manajemen Universitas Putera Batam)*, *11*(1), 39–50.

Wasil, M. (2017). Pengaruh brand awareness, brand association, dan percieved quality. *Forum Ekonomi*, *19*(2), 137–147.

Wibowo, M. G. (2017). Public debt and economic growth in the Southeast Asian countries. *Signifikan: Jurnal Ilmu Ekonomi*, *6*(1), 177–188.

Wicaksono, G. V. N. (2014). *Analisis Brand Awareness Masyarakat Surakarta Terhadap Batik Kaose Solo*. https://digilib.uns.ac.id/dokumen/detail/39618

Wiltshire, A. H. (2016). The meanings of work in a public work scheme in South Africa. *International Journal of Sociology and Social Policy*, *36*(1–2), 2–17. https://doi.org/10.1108/IJSSP-02-2015-0014

Yuliani, Y. (2019). Influences of Brand on Hospital Performance and Patient Behavioral Expectations. *Jurnal Administrasi Rumah Sakit Indonesia*, *5*(3).