



The effect of e-wom, trust and brand image on repeat purchases: mediating role of patient satisfaction

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ABSTRACT

The purpose of this study was to examine and analyze the effect of EWOM, Trust and Brand Image on Repurchase Intentions with Patient Satisfaction as a mediating variable: Case study at Doctor Sifa Gynecology Polyclinic. This study used a purposive sampling method with a total sample of 87 respondents. This study has 3 independent variables (EWOM, Trust, and Brand Image), 1 dependent variable (Repurchase Intention) and 1 mediating variable (Patient Satisfaction). The results of this study state that the EWOM variable has an effect on patient satisfaction, while the trust and brand image variables have no effect on patient satisfaction. In the next test results, Patient Trust and Satisfaction have a direct effect on Repurchase Intention, while EWOM and Brand Image do not have a direct effect on Repurchase Intention. Then if through the mediating variable, namely Patient Satisfaction, EWOM has an indirect effect on Repurchase Intentions, while Trust and Brand Image have no effect on Repurchase Intentions even though not directly.

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1. Introduction

Obstetrics and Gynecology Clinic is one of the service units in hospitals that specifically handle health issues in women, especially those related to the reproductive system, such as pregnancy, childbirth, and reproductive health examinations. Services at the Obstetrics and Gynecology Clinic are usually provided by obstetricians and gynecologists as well as specialized nurses trained in this field. Health services at the Obstetrics and Gynecology Clinic have their own characteristics, namely services that are quite sensitive and sometimes require quick and accurate handling. In this regard, one aspect to consider in improving service quality is patient satisfaction. Patient satisfaction is an important factor in determining the success of a hospital because it can affect patients' repurchase decisions in the future. When patients are satisfied with the services provided, they are likely to return for the same services in the future.

In today's digital age, the presence of technology and easy access to the internet has changed the way people seek information, including information related to the quality of hospital services. Electronic word-of-mouth (E-WOM) or the influence of online reviews or recommendations is increasingly becoming a factor to consider when choosing a hospital. In many cases, patients will seek information through online media such as websites, discussion forums, social media, and various other platforms to find out about other people's experiences and opinions regarding a hospital's services before making a decision.

In the context of the relationship between consumers and businesses, trust is a very important factor. Trust in this case is defined as consumers' belief in the quality of services provided by the hospital. This is important because trust can shape consumers' perceptions of the hospital. If patients trust the quality of services provided by Hermina Hospital, they are likely to return for the same services in the future. In this case, trust is also related to consumer repurchase. The stronger the consumer's trust in the hospital, the more likely the patient is to return for the same services in the future. In addition to E-WOM and trust, brand image is also an important factor in influencing consumer repurchase. In the marketing context, brand image can be defined as the perceptions, associations, and impressions held by consumers about a brand or product.

Maintaining consumer trust and loyalty is very important. Therefore, the results of this research can assist Hermina Hospital in developing marketing strategies and improving service quality to maintain patient trust and loyalty.

2. Literature Review

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior is a modification and development of the previous theory, the Theory of Reasoned Action (TRA), in 1991 by Ajzen. According to Ajzen's analysis, the Theory of Reasoned Action (TRA) can only be used for a behavior that is entirely under the control of the individual and would not be suitable for explaining behavior that is not under the individual's control because there are factors that can either support or inhibit the realization of the individual's intention to behave. Therefore, Ajzen added one factor in the Theory of Planned Behavior (TPB), namely perceived behavior control. According to Wikamorys & Rochmach (2017), the Theory of Planned Behavior is a theory used to predict an individual's behavior, which has two main assumptions to assess an individual's intention to behave, namely attitude toward the behavior and subjective norm.



Electronic Word of Mouth (E-WOM)

According to Thurauf-Hennig (2004), Electronic Word of Mouth (E-WOM) is reviews made by consumers, whether actual, potential, or previous consumers, in the form of negative or positive statements about a product written through social media. Consumers will provide positive reviews when the received item matches the description, leading to satisfaction, or conversely, consumers will provide negative reviews when they are dissatisfied with the purchased product. This can be a consideration for prospective buyers who are about to make a purchase of the desired product. E-WOM depicts the results of product promotion that causes the desired target market to discuss the offered product in daily communication. E-WOM aims to make a specific product provide a positive experience for customers, as well as to generate new customers by sharing information with family, friends, and acquaintances. This can happen because of product variation and good customer service. Hence, many companies utilize specific promotional events to garner positive responses from consumers, thus triggering discussions about the company's products.

Trust

Consumer attitude is an important factor that will influence purchasing decisions. Consumer trust is the knowledge strength possessed by consumers that the product has attributes and benefits. Trust is a very important component of marketing strategies aimed at fostering good relationships with customers. Customers must feel that they can rely on the company and the company must be trustworthy. Trust is a primary factor considered by a buyer when making a product purchase. Trust can be realized when a product or service meets the desires and needs of customers, where consumers will be satisfied with the product. Trust will arise when consumers have experienced satisfaction from using a product with a specific brand.

Brand Image

Brand image is a collection of interrelated perceptions about a brand that exists in the human mind (Ouweroot and Tudorica, 2001). Brand image represents the overall perception of a brand and is formed from information and past experiences with the brand. Brand image is related to attitudes that consist of beliefs and preferences toward a brand. Consumers who have a positive image of a brand are more likely to make a purchase. Setiadi (2003) argues: Brand image refers to the memory schema of a brand, which contains consumer interpretations of attributes, advantages, usage, situations, users, and marketer characteristics and/or maker characteristics of the product/brand.

Repurchase

According to Kotler (2013), repurchase is the action of consumers to either purchase or not purchase a product. In the purchasing process, the intention to buy or repurchase is closely related to the motive they have for using or buying a particular product. This buying motive varies for each customer. Customers will choose products that contain attributes they believe are relevant to their needs. From the above definitions, it can be concluded that repurchase is an activity of a customer when making the initial purchase and having a positive attitude, thus experiencing repeated purchases in the future.



Satisfaction

Consumer satisfaction is the level of an individual's feelings after comparing perceived performance or results with expectations. Consumers can experience one of three general levels of satisfaction: if performance is below expectations, consumers will feel disappointed, but if performance meets expectations, customers will feel satisfied, and if performance exceeds expectations, customers will feel very satisfied, happy, or delighted (Sunyoto, 2013).

3. Method, Data, and Analysis

The type of research used is causal research, which is conducted to find definitive cause-and-effect relationships or to identify the cause of one or more problems (Sekaran, 2014). The purpose of causal research is to understand or explain (how) one variable influences another variable.

The object of this research is patients who come to the Obstetrics and Gynecology Clinic of Hermina Hospital Pekalongan at least twice as the research subjects. Hermina Hospital Pekalongan, or more commonly known as RSIA Hermina (Hermina Mother and Child Hospital), is a private hospital that specifically deals with all aspects related to the health of mothers and children. Hermina Hospital Pekalongan is located at Jl. Jenderal Sudirman No.16a, RW.6, Podosugih, West Pekalongan, Pekalongan City, Central Java.

The population in this study is patients who come to the Obstetrics and Gynecology Clinic of Hermina Hospital Pekalongan, which amounted to 650 patients, the latest data as of December 2022. The sample in this study consists of 87 respondents.

The sampling method used in this study is purposive sampling, which is the selection of samples using specific criteria according to the research objectives. The selected respondent criteria are patients who come to the Obstetrics and Gynecology Clinic of Hermina Hospital Pekalongan at least twice.

Results And Discussion

Validity Test

Based on the results of the Validity Test that has been conducted, it can be concluded that the data from the questionnaire is deemed valid. This is indicated by all significances of each variable in the test being below 0.05.

Reliability Test

Table 1 : Hasil Uji Reliabilitas

Variabel	Cronbach's Alpha	Standar Reliabilitas	Keterangan
EWOM (X1)	0,808	0.70	Reliabel
Kepercayaan (X2)	0,836	0.70	Reliabel
Citra Merek (X3)	0,801	0.70	Reliabel
Kepuasan Pasien (M)	0,738	0.70	Reliabel
Pembelian ulang (Y)	0,836	0.70	Reliabel

Source : olah data SPSS

Cronbach's Alpha variables (X1) $0.808 > 0.70$, variable (X2) $0.836 > 0.70$, variable (X3) $0.9801 > 0.70$, variable (M) $0.738 > 0.70$, and variable (Y) $0.836 > 0.70$. This indicates that all questions used in the study are deemed reliable.



Multiple Linear Regression Analysis (I)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,221	1,557		7,847	,00
	EWOM	,176	,060	,336	2,941	,00
	Kepercayaan	,062	,093	,096	,662	,51
	Citra Merek	,136	,164	,121	,827	,41

a. Dependent Variable: Kepuasan Pasien (M)

Based on the table above, the t-value of variable X1 (EWOM) is 2.941 with a significance value of 0.004. Meanwhile, X2 (Trust) has a t-value of 0.662 with a significance of 0.510, and variable X3 (Brand Image) has a t-value of 0.827 with a significance of 0.410. It can be concluded that variables X1 and X3 have a significant positive influence on variable M (Patient Satisfaction), whereas variable X2 does not have an influence on variable M (Patient Satisfaction).

Multiple Linear Regression Analysis (II)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,563	1,915		1,861	,06
	EWOM	,055	,058	,099	,936	,35
	Kepercayaan	,380	,087	,555	4,360	,00
	Citra Merek	-,138	,153	-,116	-,901	,37
	Kepuasan	,235	,103	,222	2,289	,02

a. Dependent Variable: Y (Pembelian ulang)

1. The t-value of the EWOM variable (X1) is 0.936 with a significance value of 0.352. Since the significance value is greater than 0.05 ($0.352 > 0.05$), it can be concluded that the EWOM variable (X1) does not affect Repurchase. This result is consistent with the research conducted by Badir (2020), Indra (2018), Chen & Xie (2008), Kim & Kim (2010), Yu & Kim (2020), Liu et al. (2018).
2. The Trust variable (X2) has a t-value of 4.360 with a significance value of 0.000, which is smaller than 0.05. Thus, it can be concluded that the Trust variable (X2) has a significant positive influence on Repurchase. This finding aligns with the research by Anjani (2022), Wingsati (2017), Miranda (2020), Hadi (2021), Lianto (2018).
3. The Brand Image variable (X3) has a t-value of -0.901 with a significance value of 0.371, which is greater than 0.05. Therefore, it can be concluded that the Brand Image variable (X3) does not have an influence on Repurchase. This result is in line with the research by Arif (2019), Oscar (2019), Annastasya (2020), Rizki (2018), Utama (2017), and Wijaya (2018).
4. The mediating variable, Patient Satisfaction, has a t-value of 2.289 with a significance value of 0.025, which is less than 0.05. Thus, it can be concluded that the mediating variable, Patient Satisfaction, has a significant positive influence on Repurchase. This finding is consistent with the research by Ekaprana (2020), Wingsati (2017), Linato (2018), Novit (2021), and Wiradarma (2020).



Sobel Test Analysis

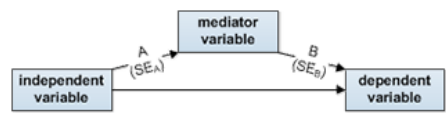


Diagram illustrating the Sobel Test Analysis structure:

```

    graph LR
        IV[independent variable] -- "A (SEA)" --> MV[mediator variable]
        MV -- "B (SEB)" --> DV[dependent variable]
        IV --> DV
    
```

Input values:

- A: 0.336
- B: 0.222
- SE_A: 0.060
- SE_B: 0.103

Calculate!

Sobel test statistic: 2.01149712
 One-tailed probability: 0.02213649
 Two-tailed probability: 0.04427297

Based on the Sobel Test, the EWOM variable (X1) has an influence on Repurchase (Y) when mediated by Patient Satisfaction (M). This is indicated by the probability value below 0.05 ($0.02 < 0.05$).

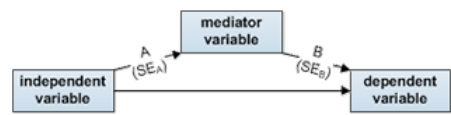


Diagram illustrating the Sobel Test Analysis structure:

```

    graph LR
        IV[independent variable] -- "A (SEA)" --> MV[mediator variable]
        MV -- "B (SEB)" --> DV[dependent variable]
        IV --> DV
    
```

Input values:

- A: 0.096
- B: 0.222
- SE_A: 0.093
- SE_B: 0.103

Calculate!

Sobel test statistic: 0.93099252
 One-tailed probability: 0.17592872
 Two-tailed probability: 0.35185743

Based on the Sobel Test, the Trust variable (X2) does not have an influence on Repurchase (Y) when mediated by Patient Satisfaction (M). This is indicated by the probability value above 0.05 ($0.17 > 0.05$).

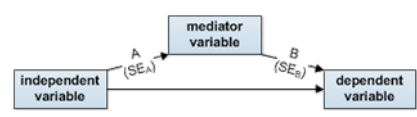


Diagram illustrating the Sobel Test Analysis structure:

```

    graph LR
        IV[independent variable] -- "A (SEA)" --> MV[mediator variable]
        MV -- "B (SEB)" --> DV[dependent variable]
        IV --> DV
    
```

Input values:

- A: 0.121
- B: 0.222
- SE_A: 0.093
- SE_B: 0.164

Calculate!

Sobel test statistic: 0.93803791
 One-tailed probability: 0.17411246
 Two-tailed probability: 0.34822493

Based on the Sobel Test, the Brand Image variable (X3) does not have an influence on Repurchase (Y) when mediated by Patient Satisfaction (M). This is indicated by the probability value above 0.05 ($0.17 > 0.05$).



Discussion of Multiple Linear Regression Analysis I

In this case, the t-value of the EWOM variable (X1) is 2.941 with a significance value of 0.004. This means that the more patients refer or recommend products or services to others through electronic media (EWOM), the higher the likelihood that these patients are satisfied with the products or services provided. Therefore, marketing strategies focused on enhancing EWOM can help increase customer satisfaction levels and impact future consumer repurchases.

In this study, the significant t-value indicates that the EWOM variable plays an important role in influencing patient satisfaction. Therefore, companies should pay attention to the use of social media and social networking as tools to promote their products or services online and encourage customers to share their positive experiences through these media. Additionally, companies should actively monitor and manage customer responses and feedback to ensure customer satisfaction is maintained.

The Trust variable (X2) has a t-value of 0.662 with a significance of 0.510. This can be interpreted that the difference in averages between the two sample groups in the Trust variable is not statistically significant and cannot directly affect Patient Satisfaction. However, Trust remains an important variable to consider in marketing strategies as it can influence customer perceptions and attitudes towards the brand and product. However, in this study, no direct relationship was found between Trust and Patient Satisfaction.

Based on the analysis results, it can be concluded that the Brand Image variable (X3) does not have a significant influence on Patient Satisfaction (M). This can be seen from the obtained t-value of 0.827 with a significance of 0.410. Since the significance value is greater than the set significance level (0.05), it means there is no significant difference between the two sample groups in the Brand Image variable (X3) concerning Patient Satisfaction (M). Therefore, it can be concluded that the Brand Image variable (X3) does not affect Patient Satisfaction (M) in the studied sample. However, further research is needed to deepen the understanding of other factors influencing Patient Satisfaction (M) in a broader context.

Discussion of Multiple Linear Regression Analysis II

Based on the regression test results, the t-value for the EWOM variable is 0.936 with a significance of 0.352. Thus, it can be concluded that the EWOM variable does not significantly affect consumer repurchases. This result may be due to several factors, such as consumer mistrust in electronic media reviews and recommendations, or the lack of positive impact from these reviews and recommendations on customer satisfaction.

Although the EWOM variable does not have a significant influence in this study, it is still important for companies to pay attention to and utilize electronic media in their marketing strategies. This is because word-of-mouth electronic media can shape a good brand image and increase consumer awareness of the company's products or services.

In this study, the Trust variable (X2) has a significant influence on repurchases (Y) with a t-value of 4.360 and a significance of 0.000. This indicates that the difference in averages between the two sample groups in the Trust variable is statistically significant with a significance level of 0.000. Therefore, it can be concluded that the higher the level of consumer trust in the brand or product, the greater the likelihood of repeat purchases. This result can provide suggestions for companies to focus on building consumer trust in their brand or product to increase consumer repurchases.



The Brand Image variable (X3) has a t-value of -0.901 with a significance of 0.371, which is greater than 0.05. Thus, it can be concluded that the Brand Image variable (X3) does not have an influence on Repurchase. However, it is important to note that this result is based solely on the analysis of the Brand Image variable individually and does not consider other factors that may affect repeat purchases, such as customer satisfaction or the influence of social media. Therefore, further research is needed to test the relationship between the Brand Image variable and repeat purchases by considering other factors that may play a role.

The mediating variable, Patient Satisfaction, has a t-value of 2.289 with a significance of 0.025, which is less than 0.05. Thus, it can be concluded that the mediating variable, Patient Satisfaction, has a significant positive influence on Repurchase. In other words, the higher the level of patient satisfaction, the greater the likelihood of customers making repeat purchases in the future. Therefore, customer satisfaction should be the primary focus in marketing strategies, as it can influence consumer repurchases and ultimately increase company sales and profits.

Discussion of Sobel Test Analysis

The Sobel test results indicate a probability value of 0.02, which is less than the significance level of 0.05. This indicates that the mediator (patient satisfaction) significantly influences the relationship between the independent variable (EWOM) and the dependent variable (consumer repurchase). Thus, it can be concluded that EWOM has a significant influence on consumer repurchases through the mediator of patient satisfaction. Therefore, it is important for companies to pay attention to customer satisfaction as an important factor that can strengthen the relationship between EWOM and consumer repurchases.

The results show that the Trust variable (X2) does not have a significant effect on Repurchase (Y) when mediated by Patient Satisfaction (M). This can be seen from the probability value obtained from the Sobel Test of 0.17, which is greater than the specified significance level of 0.05. Thus, it can be concluded that the mediation of Patient Satisfaction (M) is not significant in influencing the relationship between the Trust variable (X2) and Repurchase (Y). This means that consumer trust does not play a significant role in influencing consumer repurchases through patient satisfaction. However, it is important to note that these results only apply to the sample and analysis methods used in this study. Therefore, further research with larger samples and different analysis methods may be needed to retest the relationship between Trust, Patient Satisfaction, and Repurchase more deeply.

In this case, the Sobel test indicates that the Brand Image variable does not have a significant influence on repurchases mediated by patient satisfaction, as the probability value generated is 0.17, which is greater than 0.05. In other words, the presence of Brand Image does not have a significant influence on repurchases mediated by patient satisfaction. In a business context, this result can be interpreted as brand image not being a crucial factor in determining consumer repurchases, regardless of how satisfied they are with the services or products received. Therefore, marketing strategies focusing on improving brand image may not be effective in increasing consumer repurchases in the long run. Instead, companies should consider other factors such as product or service quality, price, and overall customer experience to enhance consumer repurchases. However, it is important to note that these results only apply to the sample and analysis methods used in this study. Therefore, further research with larger samples and different analysis methods may be needed to retest the relationship between Brand Image, Patient Satisfaction, and Repurchase more deeply.



4. Conclusion and Suggestion

In this case, it can be concluded that the direct influence of the Trust (X2) and Brand Image (X3) variables on Repeat Purchase (Y) is not significant. However, the influence of the EWOM (X1) variable on Repeat Purchase (Y) can be mediated through the Patient Satisfaction (M) variable.

Additionally, the Trust (X2) variable and the Patient Satisfaction mediation variable have a significant positive influence on Repeat Purchase, while the EWOM (X1) and Brand Image (X3) variables do not have a significant effect. This can provide important information for decision-makers in developing effective marketing strategies and increasing consumer repurchases.

The Trust (X2) variable has a significant positive influence on Repeat Purchase (Y) with a t-value of 4.360 and a significance value of 0.000. This result is consistent with previous research showing that customer trust is an important factor in influencing repeat purchases.

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