
The Effect of Brand Image and Service Quality on Purchase Decision With Word of Mouth as Mediation Variable at Prof. Dr. Tabrani Hospital Pekanbaru

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Abstract: *This study aims to examine the effect of brand image and service quality on purchase decision with word of mouth as mediation variable. The study was conducted in Prof. Dr. Tabrani Hospital in Pekanbaru. The data used consist of primary and secondary data. Data were collected by using questionnaires that given to 120 patients of Prof. Dr. Tabrani Hospital in Pekanbaru that used purposive sampling. Descriptive analysis method is used to describe the characteristics of respondents and the research hypotheses by using relevant statistical tests. The focus study are brand image and service quality as independent variable, patient decision as dependent variable and word of mouth as mediation variable. Analyser used is path analysis by using program of SPSS 21 for windows. These results find that brand image and service quality have a direct influence significantly and positive on word of mouth, brand image and service quality have a direct influence significantly and positive on patient decision. In addition, word of mouth has a positive mediation role on the influence of brand image on purchase decision and word of mouth has a positive mediation role on the influence of service quality on patient decision. The improvement of brand image and service quality are recommended in order to optimize patient decision.*

Keywords : *Brand Image, Service Quality, Purchase Decision and Word of Mouth*

INTRODUCTION

Health industry is one of the businesses that provides profitable opportunities given the high competition and fast growth in line with the rapidly developing times. Moreover, Indonesia is a country with the fourth largest population in the world after China, India and the United States, which also make the need for health services more than other countries. However, the potential for the health industry in Indonesia is still not running optimally because the number of quality health facilities still has disparities between regions (Trisnantoro & Prabowo, 2019).

The existence of hospitals in Indonesia is grouped into public hospitals and private hospitals where the growth of public hospitals is not as good as the growth of private hospitals. The average growth of public hospitals during 2012 to 2018 was only around 0.4%, while private hospitals grew by 15.3%. The number of hospitals throughout Indonesia until 2018 was 2,813 units (Trisnantoro & Listyani, 2018).

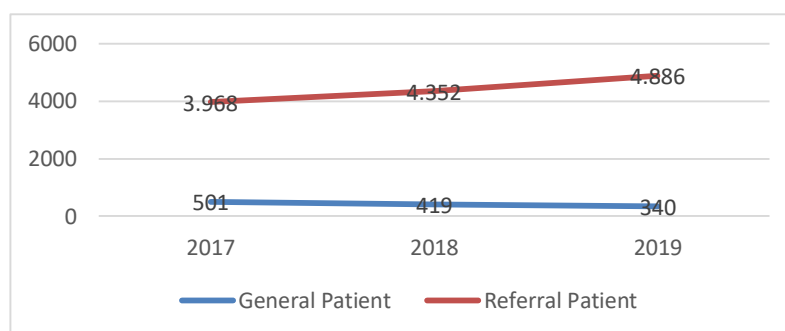
Hospitals in Riau province are among the ones that have experienced significant developments. In Riau Province, there are 73 hospitals in each area, of which 31 units are

in the city of Pekanbaru. A total of 26 hospitals in Pekanbaru city are private hospitals (Trisnantoro & Listyani, 2018). However, no private hospital in the city of Pekanbaru has won the predicate class A, even though 4 hospitals already have a B predicate, and 1 hospital has a class D predicate and about 22 hospitals or 85% of hospitals in Pekanbaru are still in the predicate class C. There are 11 class C hospitals in Pekanbaru city, of which are general hospitals and the rest are specialist hospitals.

One of the hospitals in Pekanbaru that can be an option for the community is Prof. Dr. Tabrani Hospital that has been engaged in the health industry for a long time. But unfortunately this hospital has not received much attention from the community where the title of this hospital is still class C. However, some hospitals with the same class predicate are more chosen by the community when they need their health services.

This is in line with the data regarding the number of general patients who directly choose this hospital as their choice for treatment even though without receiving fees from companies or insurance, which is decreasing every year, while referral patients are increasing every year, as can be seen in the following graph.1 :

Graph 1. Development of General Patients and Referrals at Prof. Dr Tabrani Hospital Pekanbaru for 2017 – 2019 period



Source: Prof. Dr. Tabrani Hospital, 2020.

Graph. 1 above shows that the number of general patients at Prof. Dr. Tabrani has decreased every year, which indicates that the community's decision to choose this hospital for treatment is getting lower. This is inversely proportional to the number of referral patients which is increasing every year.

The factor that influences a patient's decision in choosing a hospital for treatment is word of mouth (WOM) which can be interpreted as communication made by consumers who have made purchases and then tell their experiences related to these products / services to others, so that indirectly the consumers have do promotions that can make other consumers interested in listening to these conversations (Rosen, 2012).

If the WOM method is implemented properly, the public will find out more information about Prof. Dr. Tabrani Hospital. This information can be in the form of recommendations, praise and public views of Prof. Dr. Tabrani Hospital. The information obtained by the community will become a reference for the community itself in choosing Prof. Dr. Tabrani Hospital as an option for treatment. Thus, WOM can improve patient decisions in choosing these hospitals.

The factors that can influence the patient's decision in choosing a hospital and implementing the WOM method are brand image. The image of the hospital influences the patient's decision whether they will enjoy the health services that the hospital provides. The image of the hospital has a function as a liaison and guardian of harmony in their relationship with their customers (Wu, 2011). Therefore, a good hospital brand image is expected to influence consumer attitudes and behavior, especially in terms of the patient's decision process in choosing a hospital. The existence of a good and positive brand image

will make it easier for consumers to take promotional actions by word of mouth / WOM to others, so that the patient's decision to choose this hospital will increase.

The quality of service and the implementation of the WOM method are other factors that can influence a patient's decision to choose a hospital. Service quality is simply about a measure of how well the level of service provided is able to meet customer expectation (Fandy & Chandra, 2011). The better the quality of service provided, the higher the customer satisfaction with the company, which causes the higher the decision to choose from customers.

The high level of customer satisfaction as a result of better service quality will make it easier for consumers to promote these products / services to others through the WOM method. Providing and improving the quality of services for patients will provide special benefits for the hospital, because with this, the patient will feel confident and confident in the hospital's ability which in turn will make the patient recommend the related hospital to other people and still choose the hospital as their health facility (Nugraha et al., 2017).

Based on the background described above, the formulation of the research problem is as follows: 1) is there any effect of brand image on word of mouth? 2) is there any effect of service quality on word of mouth? 3) is there any effect of brand image on patients' decision to choose the hospital? 4) is there any effect of service quality on the patients' decision to choose the hospital? 5) is there any effect of word of mouth on the patients' decision to choose the hospital? 6) is there any effect of brand image on the patients' decision to choose the hospital through word of mouth? and 7) is there any effect of service quality on the patients' decision to choose the hospital through word of mouth?

Based on the problem formulation described previously, the objectives to be achieved from this study are as follows: 1) empirically analyse the effect of brand image on word of mouth, 2) empirically analyse the effect of service quality on word of mouth, 3) empirically analyse the effect brand image on the patients' decision to choose the hospital, 4) empirically analyse the effect of service quality on the patients' decision to choose the hospital, 5) empirically analyse the effect of word of mouth on the patients' decision to choose the hospital, 6) empirically analyse the effect of brand image on the patients' decision to choose the hospital through word of mouth and 7) analyse empirically, the effect of service quality on the patients' decision to choose the hospital through word of mouth.

THEORETICAL FRAMEWORK

Purchase Decision

A purchase decision is a person's attitude to buy or use a product in the form of goods or services that are believed to satisfy him and his willingness to bear the risks that may result. Purchasing decisions taken by buyers are actually a collection of a number of organized decisions (Kodu, 2013).

The processes before and after purchasing a product, namely (Kotler & Keller, 2012):

1. *Problem Recognition*
2. *Information Source*
3. *Alternative Evaluation*
4. *Purchase Decision*
5. *Post-Purchase Evaluation*

There are four internal factors that are relevant to the consumer decision-making process, namely (Kotler & Keller, 2012):

1. *Motivation*
2. *Perception*
3. *Attitude Formation*
4. *Integration*

Word of Mouth

Word of mouth is the whole communication from person to person about a particular product, service or company at a time.(Rosen, 2012).

Most of the communication between humans is word of mouth. Every day everyone talks with each other, exchanges ideas, exchanges information, makes comments and other communication processes. Maybe in fact consumer knowledge of various kinds of product brands is more due to word of mouth communication which is actually very beneficial for producers, especially producers who rarely do promotions and lack in communicating their products to consumers due to limited costs making it difficult to reach more consumers area(Sutisna, 2010). The indicators of Word Of Mouth are as follows (Neni Rambe dkk, 2017) :

1. Personal Experience
2. Provide Information
3. Promote Excellence
4. Give a Recommendation

Brand Image

Images of a company will be formed within a certain period of time because this is the accumulation of perceptions of an object, what is thought, known, experienced which enters one's memory based on inputs from various sources over time (Kotler & Keller, 2009).

According to Sutisna in Kurniawan et al., (2018), there are several benefits of brand image, namely:

1. Consumers who have a positive brand image towards the products are more likely to make purchases
2. Companies can develop product lines by utilizing the positive image that has been formed towards old product brands.
3. Family branding and leverage branding policies can be implemented if the existing product brand image is positive.

The indicators of Brand Image are as follows(Putro et al., 2016):

1. Strategic Location
2. General Services
3. Reputation
4. Health Services
5. Good impression

Service Quality

Service quality is simple, which is a measure of how good the level of service provided is in accordance with customer expectations, meaning that the quality of service is determined by the ability of a particular company or institution to meet needs in accordance with what is expected and what is desired based on customer / visitor needs(Fandy & Chandra, 2011).

The benefits of service quality include (Fandy & Chandra, 2011):

1. Great customer loyalty
2. Bigger market share
3. Higher stock prices
4. The selling price of the product / service is higher
5. Products of greater vitality

The indicators of service quality are as follows (Putro et al., 2016):

1. Good service
2. Appearance of administrative officers
3. Administrative procedures
4. Clear information
5. Complete facilities

Conceptual Framework

Brand image variables shape consumer perceptions in choosing to use certain products / services. A positive brand image will give a good impression to consumers and form consumer confidence to continue using the products / services of the brand. Consumers who have trusted in a brand will form a sense of love for the brand itself. The love that consumers have will influence consumers to recommend the brand to others, so that the brand image can positively influence WOM. The value of a good brand image can also increase the decision to choose consumers to use these products / services. Information that is done by word of mouth is felt to be more real and honest than information from an advertisement. Therefore, consumer purchasing decisions will be better for the brand image when the WOM action occurs.

The service quality variable shows how good the service capability provided by the company to consumers is, the better the service provided will provide a higher sense of satisfaction to consumers. The high level of customer satisfaction caused by excellent service quality will provide benefits for the company. Consumers will easily promote word of mouth because they are satisfied with the services provided by the company. Consumers will provide recommendations to others regarding the company's products so that it will influence the level of consumer decisions to buy / use products / services offered by the company

Based on the explanation above, a research model can be made as follows:

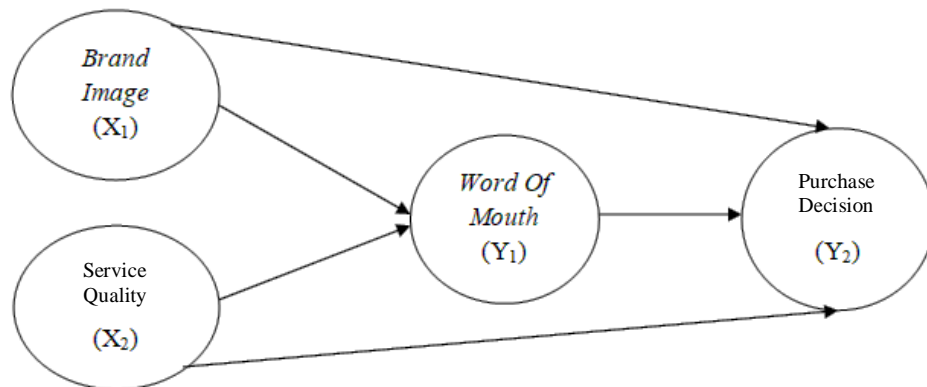


Figure 1. Research Model

METHODOLOGY

Population and Sample

The population in this study were patients who had been treated at Prof. Dr. Tabrani hospital Pekanbaru. The sampling technique used was purposive sampling technique, which is a sample selection technique with certain criteria.

The determination of the number of samples in this study was carried out using the Hair formula approach. Based on the formula above, the number of samples that can be

taken from the population was 120 respondents or patients at Prof. Dr. Tabrani hospital Pekanbaru.

Types and Sources of Data

In this study, two types of data were used, namely 1) qualitative data, which was obtained through interviews and literature on theories related to writing research, 2) quantitative data, namely numerical data or qualitative data which was then made in the form of scoring.

There are two types of data sources used to support this research, namely 1) primary data, obtained by distributing questionnaires which are directly given to patients at Prof. Dr. Tabrani Pekanbaru and 2) secondary data, namely data related to patient age, patient education level, occupation, type of financing, gender, length of treatment and other required data.

Method of data collection

The data collection method used in this study was a questionnaire method. The questionnaire is a number of formal questions written in writing aimed at obtaining information from respondents (Simamora, 2004). The questionnaire used in this study is an open question and uses a Likert scale which gives respondents the opportunity to express their feelings in the form of an agreement or agreement on a question.

Operational Definition of Variables

The operational definition of a variable is a definition of a variable that is formulated based on the observable characteristics of these variables (Azwar, 2007). The variables used by the author in this study are:

1. Exogenous variables or independent variables are variables that cause the occurrence or influence of endogenous variables. The exogenous variables used in this study were brand image (X_1) and service quality (X_2).
2. Endogenous variable (endogenous variable) or dependent variable is a variable whose value is influenced by exogenous variables. Endogenous variables used in this study are word of mouth (Y_1) and purchase decisions (Y_2).

Data Analysis Method

Test of Research Instruments

Validity Test

The validity test is used to measure whether a questionnaire is valid or not. The questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire.

Reliability Test

The reliability test is intended to test the extent to which the measurement results remain consistent if two or more measurements are made of the same symptoms with the same measuring instrument later.

Path Analysis

Path analysis is the use of regression analysis to estimate the causal relationship between variables that have been determined based on theory (Ghozali, 2013). Path analysis aims to explain the direct and indirect effects of a set of measured (parametric) variables with one intervening variable. The regression equation can be formulated as follows:

$$\text{WOM} = \rho_{y1x1}\text{BI} + \rho_{y1x2}\text{KL} + \rho_{y1}\varepsilon_1 \dots \dots \text{(Structural 1)}$$

$$\text{KP} = \rho_{y2x1}\text{BI} + \rho_{y2x2}\text{KL} + \rho_{y2y1}\text{WOM} + \rho_{y2}\varepsilon_2 \dots \dots \text{(Structural 2)}$$

where:

KM = Purchase Decision

WOM = Word of Mouth

BI = Brand Image

KL = Service Quality

ρ = Unstandardized Coefficients and Coefficients

ε = Error

Classic Assumption Test

Normality test

The normality test aims to determine whether the distribution of a data follows or approaches the normal distribution. The test criteria in the normality test is if the significance value (Sig.) > 0.05, then it shows that the data is normally distributed (Santoso, 2017).

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in a regression model, there is an inequality of the residual variance from one observation to another (Ghozali, 2006). Heteroscedasticity test can be done using the Glejser test, if the significance value of each variable is greater than the 5% confidence level. (0.05), then it means that there is an indication that heteroscedasticity does not occur, and vice versa.

Autocorrelation Test

The autocorrelation test aims to test whether in the linear regression model there is a correlation between confounding error in the period and confounding error in the previous period (Santoso, 2017).

Multicollinearity Test

The multicollinearity test serves to test the correlation between independent variables (Santoso, 2017). A good regression model should not have a correlation between the independent variables.

F Statistical Test

The F statistical test is used to determine whether the independent variables simultaneously or together have a significant effect on the dependent variable. If the value is sig. <0.05 and F count> F table, it shows that simultaneously the independent variables have a significant effect on the dependent variable.

T Statistical Test

The t statistical test basically shows how far the influence of one independent variable individually in explaining the variation of the dependent variable partially or respectively. If sig. > 0.05, it means that the model is rejected or it can be interpreted that the independent variable individually does not affect the dependent variable.

Sobel Test

This is used to test the partial significance of the indirect effect (testing the mediation hypothesis) partiallu. The sobel test is done by testing the strength of the indirect effect of the independent variable (X) on the dependent variable (Y₂) through the intervening variable (Y₁).

Determination Coefficient Test (R²)

This test is used to measure how far the model's ability to explain the variation in the dependent variable. The coefficient of determination is between zero and one. The value (R²) is small or close to zero, meaning that the ability of the independent variables to explain the variation in the dependent variable is very limited.

RESEARCH RESULTS

Descriptive Analysis

Tests on the research results obtained from the spread were carried out to obtain the structural path analysis equation. The following is a complete description of the results of the questionnaire distribution of the variable indicators used.

Table 1. Descriptive Analysis Results

Variable	Average	Category
Brand Image	3,37	Poor
Service Quality	3,36	Poor
Word of Mouth	3,30	Poor
Purchase Decision	3,37	Poor

Source: *Processed Data, 2020.*

Classical Assumption Test Results

Normality test

The results of the normality test in this study can be seen in Figure 2 below:

Table 2. Normality Test Results

		The First Stroke Unstand.Residual	The Second Stroke Unstand. Residual
N		120	120
Normal Parameters ^{a,b}	Mean	.0000000	.0000000
	Std. Deviation	1.88134914	1.93483748
	Most Extreme Differences		
	Absolute	.062	.062
	Positive	.062	.060
	Negative	-.042	-.062
Test Statistic		.062	.062
Asymp. Sig. (2-tailed)		.200 ^{c,d}	.200 ^{c,d}

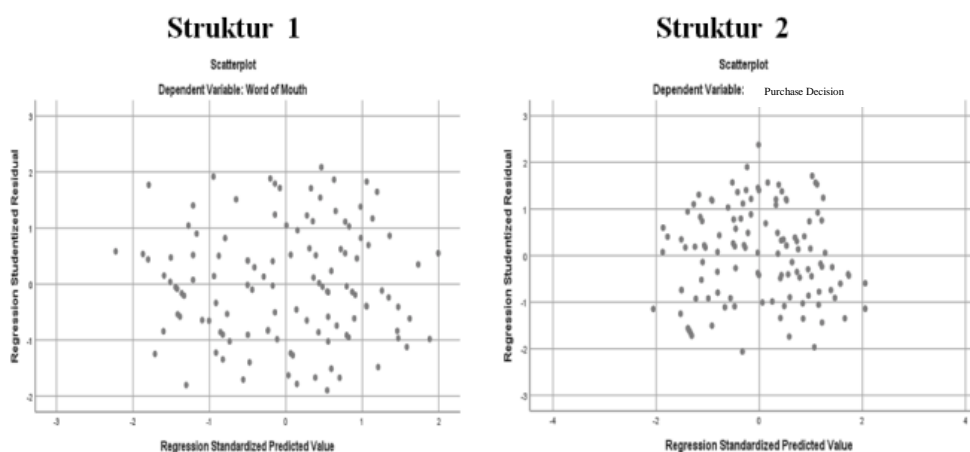
Source: *Processed Data, 2020.*

From Table 2 it can be seen that from the results of the Kolmogorov Smirnov test, the significance value obtained in each model is $0.200 > 0.05$, so it means that the path model in this study fulfills the assumption of normality.

Heteroscedasticity Test

The results of the heteroscedasticity test in this study can be seen in Figure 3 below:

Figure 3. Heteroscedasticity Test Results



Source: *Processed Data, 2020.*

From the picture above, it can be seen that the points spread above and below the number 0 on the Y axis. Thus, it can be decided that the path model in this study is free from heteroscedasticity symptoms.

Autocorrelation Test

The results of the autocorrelation test in this study can be seen in table 3 below:

Table 3. Autocorrelation Test Results

			First Structural		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.912 ^a	.831	.827	1.95970	1.987
			Second Structural		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.807 ^a	.652	.646	1.89736	2.017

Source: *Processed Data, 2020.*

Based on table 3, the DW value obtained in the first structural is 1.987. The dU and 4-dU values obtained were 1.736 and 2.264, respectively. While in the second structural, the DW value is 2.017 with dU value of 1.754 and 4-dU value of 2.246. Therefore, it can be concluded that the path model in this study is free from autocorrelation symptoms.

Multicollinearity Test

The multicollinearity test results in this study can be seen in table 4 below:

Table 4. Multicollinearity Test Results.

First Structural				First Structural				
Coefficients ^a				Coefficients ^a				
Model		Collinearity Statistics		Model		Collinearity Statistics		
		Tolerance	VIF			Tolerance	VIF	
1	(Constant)			1	(Constant)			
	Brand Image	.606	1.649		Brand Image	.476	2.102	
	Service Quality	.606	1.649		Service Quality	.424	2.358	
				Word of Mouth	.348	2.873		
a. Dependent Variable: Word of Mouth				a. Dependent Variable: Purchase Decision				

Source: *Processed Data, 2020.*

From table 4, it can be seen that the tolerance value for all variables in the two models obtained is greater than 0.1 and VIF less than 10. It means that there is no multicollinearity in this research path model.

Overall Results of Path Analysis

To see the path analysis for the entire model, each sub-structural test is described as follows:

Table 5. First Sub Structural Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.622	.787		2.062	.041
	Brand Image	.276	.049	.397	5.670	.000
	Service Quality	.369	.052	.497	7.093	.000

Source: Data Processed, 2020.

Table 6. Second Sub-Structural Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.767	.827		-3.345	.001
	Brand Image	.219	.057	.213	3.860	.000
	Service Quality	.242	.064	.220	3.755	.000
	Word of Mouth	.838	.095	.567	8.772	.000

Source: Data processed, 2020.

Based on the test results in tables 5 and 6, an overall path diagram image can be made as follows:

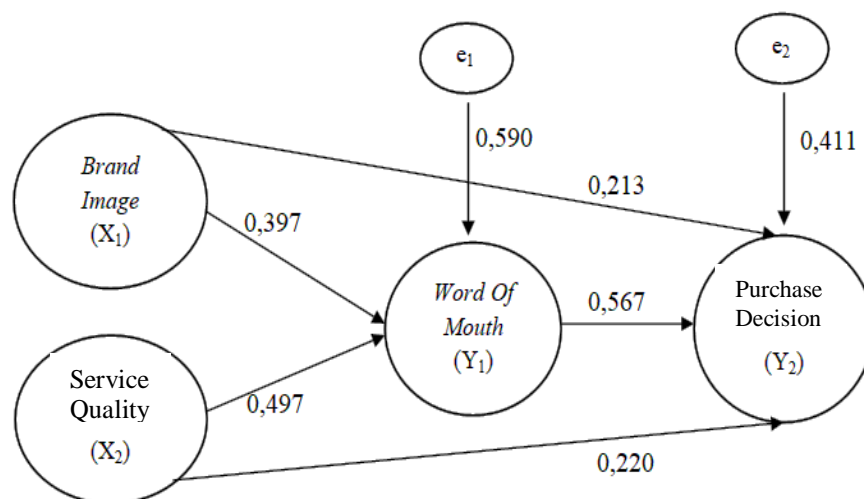


Figure 2.
Overall Results of Path Analysis
Source: Processed Results, 2020.

Mediation Effect Detection Test

It is used to find out whether the relationship through a mediating variable is significantly capable of acting as a mediator for the independent variable and the dependent variable. The implementation of this test is as follow:

The Effect of Brand Image on Purchase Decision Through Word of Mouth

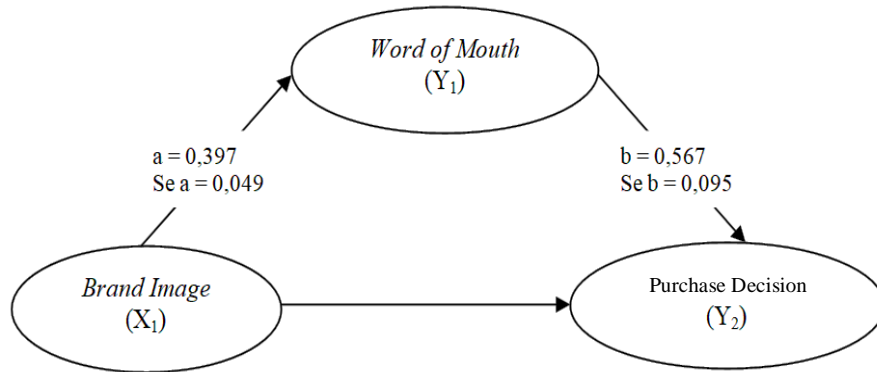


Figure 3. The First Mediator Model
Source: Processed data, 2020.

The model above is a model that is formed from the results of the first regression to form a path analysis model with the word of mouth variable as the mediator. The z value of the sobel test cannot be generated directly from the fixed regression results with manual calculations using the sobel test formula. The results of the calculation of the z value from the sobel test obtained the z value on the sobel test of 4.787, thus it is known that the z value (4.787) > t table (1.965) which means that brand image has a significant effect on the decision to choose through word of mouth.

The Effect of Service Quality on Purchase Decision Through the Word of Mouth

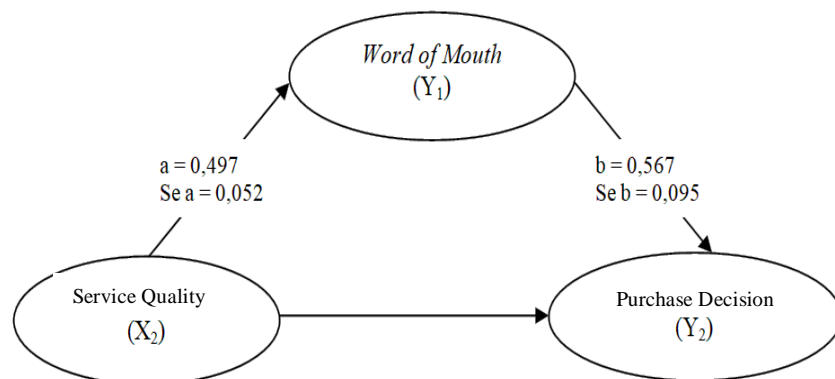


Figure 4. Second Mediator Model
Source: Processed Results, 2020.

The model above is a model that is formed from the results of the first regression which then forms a path analysis model with the word of mouth variable as the mediator. The z value of the sobel test cannot be generated directly from the fixed regression results with manual calculations using the sobel test formula. The z value obtained from the calculation of the z value on the sobel test is 5.061. Thus it can be said that the value of z

(5.061) > t table (1.965) which means that service quality has a significant effect on the decision to choose through word of mouth.

The coefficient of determination (R^2)

Analysis of the coefficient of determination is used to determine the percentage contribution of the influence of exogenous variables on endogenous variables as in the following table:

Table 9. The Effect of Brand Image and Service Quality on Word Of Mouth

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.807 ^a	.652	.646	1.89736	2.017

Source: *Processed Results, 2020.*

Tabel 10. The Effect of Brand Image and Service Quality On Purchase Decision

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.912 ^a	.831	.827	1.95970	1.987

Source: *Processed Results, 2020.*

From table 9 above, it is known that the R^2 value obtained is 0.652 or 65.2%. These results indicate that 65.2% of word of mouth variables are influenced by brand image and service quality, while the remaining 34.8% is influenced by other variables not included in this study. Furthermore, table 10 above shows that the R^2 value is 0.831 or 83.1%, which means that 83.1% of the variable choosing decision is influenced by brand image, service quality and word of mouth and the remaining 16.9% is influenced by other variables which were not included in this study.

Meanwhile, the results of the path analysis shows that the total coefficient of determination R^2 is 0.941, which means that 94.1% of the research model was influenced by the variables used in this study, while the remaining 5.9% (100% - 94.1%) is influenced by other variables.

Hypotheses Testing

The Effect of Brand Image on the Word of Mouth

The test results in table 5 show that the path coefficient for the brand image variable on word of mouth is 0.397 and the significance level obtained is 0.000 or smaller than the alpha level of 0.05. Therefore, it can be concluded that brand image has a significant effect on word of mouth so that **H₁ is accepted.**

The Effect of Service Quality on the Word of Mouth

The test results in table 5 show that the path coefficient for the variable service quality to word of mouth is 0.497 with the significance level obtained is 0.000 or smaller than the alpha level of 0.05. Therefore it can be concluded that service quality has a significant effect on word of mouth so that **H₂ is accepted.**

The Effect of Brand Image on Purchase Decision

The test results in table 6 show that the path coefficient for the brand image variable on the decision to choose is 0.213 with a significance level of 0.000 or less than the alpha level of 0.05. Therefore, it can be concluded that brand image has a significant effect on the decision to choose so that **H₃ is accepted.**

The Effect of Service Quality on Purchase Decision

The test results in table 6 show that the path coefficient for the service quality variable on the decision to choose is 0.220 and the significance is 0.000 or less than the alpha level of 0.05, so it can be concluded that service quality has a significant effect on the decision to choose or **H₄ is accepted.**

The Effect of Word of Mouth on Purchase Decision

The test results in table 6 show that the path coefficient for the word of mouth variable on the decision to choose is 0.567 with a significance level of 0.000 or less than the alpha level of 0.05, so it can be concluded that word of mouth has a significant effect on the decision to choose or **H₅ is accepted.**

The Effect of Brand Image on Purchase Decision Through Word of Mouth

The results of the previous sobel test calculation obtained a z value of 4.787 or greater than the t table value (1.965) with a significance level of 5%, which means that word of mouth is able to mediate the relationship between the influence of brand image on the decision to choose or **H₆ is accepted.**

The Effect of Service Quality on Purchase Decision Through the Word of Mouth

The results of the previous sobel test calculation obtained a z value of 5.061 or greater than the t table value (1.965) with a significance level of 5%, which means that word of mouth is able to mediate the effect of service quality on the decision to choose so that **H₇ is accepted.**

DISCUSSION

The Effect of Brand Image on the Word of Mouth

Based on the test results, it shows that brand image has an effect on word of mouth. This shows that the brand image of Prof. hospital. Dr. Tabrani Pekanbaru will shape the patient's perception of the hospital where the patient will consider a good health service if many people who visit using this hospital services have the same opinion as him.

A positive and good brand image that is embedded in the patient's mind will make the patient voluntarily promote the hospital by word of mouth. Patients will tell various pleasant experiences, the superiority of the hospital and other positive things they got during their treatment at Prof. Dr. Tabrani hospital Pekanbaru. Therefore, it can be said that the better the brand image, the higher the possibility of the patient or someone to take word of mouth action.

The results of this study are supported by research conducted by Ahdah (2015) and Steven(2020) which proved that brand image has a significant effect on word of mouth.

The Effect of Service Quality on the Word of Mouth

Based on the test results, it shows that service quality has an effect on word of mouth. This shows that the better the level of service provided by Prof. Dr. Tabrani hospital Pekanbaru will influence patients to take word of mouth action.

Prof. Dr. Tabrani hospital Pekanbaru in this case needs to pay attention to the quality of services they provided to patients and the community where they must improve their services both in terms of physical appearance and the content of the information they convey. The better the quality of service provided by the hospital, the more happy patients will be when they need treatment at the hospital. Patients who feel comfortable and safe to seek treatment in the hospital which will make patients voluntarily carry out word of mouth promotion actions.

The results of this study are supported by research conducted by Wahyudi & Artanti (2014) and Dharmawan & Hidayat (2018) which showed that service quality has a significant effect on word of mouth..

The Effect of Brand Image on Purchase Decision

Based on the test results, it shows that brand image affects the decision to choose. This indicates that the brand image of Prof. Dr. Tabrani hospita; Pekanbaru that is positive and kind will create a good perception in the patient's mind. Patients will assume a brand image that gives them a positive and good impression will give them added value if they choose the hospital for treatment, so that it will influence the patient's decision to choose this hospital.

Hospital brand image that is still considered not giving a positive impression to patients should be of particular concern to hospital management. Hospitals need to improve their reputation by getting closer to the public and better understanding what patients want. Such a good reputation will be embedded in the minds of patients so that they will prefer to return to this hospital for treatment when needed.

The results of this study are supported by research conducted by Nurochani & Mulyana (2017) and Wulanda et al., (2019) which also proved that brand image has a significant effect on the decision to choose.

The Effect of Service Quality on Purchase Decision

Based on the test results, it shows that service quality affects the decision to choose. This shows that the better the level of service provided by Prof. Dr. Tabrani hospital Pekanbaru, it will influence patients to re-choose this hospital as their main choice in treatment when needed.

The quality of service reflects how big the gap is between expectations and reality received by patients regarding services in the hospital. In other words, the bigger the gap, the farther expectations are below reality, and vice versa. Prof. Dr. Tabrani hospital Pekanbaru in this case needs to close this gap that is too big so that the quality of service they can provide will be equal to what the patient wants. The better quality of service provided by the hospital will increase the patient's desire to return to treatment at this hospital which in turn makes the patient's decision to choose this hospital higher.

The results of this study are supported by research conducted by Adabi (2020) and Amrullah et al., (2016) which both show that service quality has a significant effect on the choosing decision.

The Effect of Word of Mouth on Purchase Decision

Based on the test results, it is known that word of mouth has an effect on choice decisions. This shows that the higher the word of mouth done by patients, it will indirectly help hospitals in terms of promotion. The public will learn more about the advantages of the hospital which led to their decision to choose Prof. Dr. Tabrani hospital Pekanbaru is getting higher. Prof. Dr. Tabrani hospital Pekanbaru must be able to show its superiority compared to other hospitals and be able to provide a pleasant experience for patients so that patients will voluntarily share their experiences with treatment and the advantages of the hospital to others. This will make many people know the positive side of Prof. Dr. Tabrani hospital Pekanbaru, so that they will be more confident in choosing this hospital for treatment. Therefore, a well-implemented WOM method can improve patient decisions in choosing this hospital.

The results of this study are supported by research conducted by Putri & Hastini (2019) and Alvionita (2017) which show that word of mouth has a significant effect on Choosing decision.

The Effect of Brand Image on Purchase Decision Through Word of Mouth

Based on the test results, information was obtained that brand image affects choosing decision through word of mouth. This shows that the word of mouth method used by patients will affect the level of their perception of the hospital brand image on their choice of decisions at this hospital. As the patient's decision to choose this hospital is increasing, it is necessary to pay attention to the extent of the word of mouth method that the patient will do, considering that more and more patients are promoting word of mouth about the excellence of the hospital, it will make the hospital brand image positive which ultimately makes the patient's decision to choose this hospital increases.

Prof. Dr. Tabrani hospital Pekanbaru must give a good impression to the patient so that it creates a feeling of comfortable for the hospital. If the patient has that kind of feeling for the hospital and also gets good service, then the consumer will has the desire to continue to use the product / service. This feeling will influence consumers in recommending the hospital to others.

The word of mouth information obtained from patients who have a love for the hospital will be more real and honest than information from an advertisement. Word of mouth occurs naturally from the experience a consumer gets for a product and comes from one's own mind when someone has a love for the product. Therefore, the existence of this word of mouth method will affect the relationship of brand image to the decision to choose at this hospital.

The results of this study are supported by research conducted by Riyanto et al., (2019) and Naufal & Maftukhah (2017) where both show that brand image has a significant effect on the choice decision through word of mouth.

The Effect of Service Quality on Purchase Decision Through the Word of Mouth

Based on the test results, it is known that service quality affects the decision to choose through word of mouth. This shows that the more often patients use the word of mouth method, the higher the level of service provided by Prof. Dr. Tabrani hospital Pekanbaru which will ultimately influence the patient's decision to choose this hospital.

The better quality of service provided by the hospital will increase the patient's desire to return to treatment at this hospital which will cause the patient's decision to choose this hospital to be higher. The better the quality of service, the higher the customer satisfaction with the company which causes the higher the customer's decision in choosing this hospital.

The high level of customer satisfaction caused by the good quality of service will make it easier for patients to promote the hospital to other people through word of mouth. Therefore, by providing and improving the quality of services to patients, basically this will provide its own benefits for the hospital because patients will feel confident and confident in the hospital's ability which will eventually make patients recommend the hospital. The results of this study are supported by research conducted by Nihlah et al., (2018) which also shows that service quality has a significant effect on patient decisions in choosing a hospital through word of mouth..

CONCLUSION AND SUGGESTION

Conclusion

- 1) Brand image has an effect on word of mouth which shows that the brand image of Prof. Dr. Tabrani hospital Pekanbaru will shape the patient's perception of the hospital where the patient will think that a health service is good if many people who also visit this hospital have the same opinion.
- 2) The quality of service affects word of mouth, which shows that the better the level of service provided by Prof. Dr. Tabrani hospital Pekanbaru, it will influence patients to take word of mouth action.
- 3) Brand image affects the decision to choose. This indicates that a positive and good brand image from Prof. Dr. Tabrani hospital Pekanbaru will also create a good perception in patients. Patients will assume that if a brand image can give them a positive and good impression, then they will have plus value when they choose the hospital for treatment, so that the brand image can be said have an effect to influence the patient's decision to choose a hospital.
- 4) Service quality affects the patients' decision to choose the hospital. This shows that the better the level of service provided by Prof. Dr. Tabrani hospital Pekanbaru, it will influence patients to comeback to this hospital as their main choice when they need treatment.
- 5) Word of mouth affects the patient's decision in choosing a hospital, which indicates that the higher the word of mouth is done by the patient, it will indirectly help the hospital in terms of promotion. Thus the public will increasingly know more about the advantages of this hospital so that their decision to choose Prof. Dr. Tabrani hospital Pekanbaru is getting higher.
- 6) Brand image affects the decision to choose through word of mouth. This shows that the word of mouth method used by patients will affect the level of patient perception related to the hospital brand image on the patients' decision to choose this hospital.
- 7) The quality of service affects the patients' decision to choose this hospital through word of mouth. This shows that the more often patients use the word of mouth method, the higher the level of service provided by Prof. Dr. Tabrani hospital Pekanbaru which will ultimately influence the patient's decision to choose this hospital

Limitations

- 1) This study only used brand image and service quality in determining the word of mouth method and the decision to choose. Therefore, further researchers can try to use other variables in determining word of mouth and purchase decision, for example the variable promotion, uniqueness and ease felt by consumers. In addition, further researchers can also use control variables so that more optimal results can be given.
- 2) The focus of thus study was only on one object, namely the hospital. For future researchers, it is hoped that other research objects can be used such as state-owned / government / private / other non-service companies so that they can provide different and more interesting research results.

Suggestion

- 1) Prof. Dr. Tabrani Hospital Pekanbaru is expected to provide greater benefits to patients and can form good and positive values so as to increase the patient's desire to do word of mouth, which of course will have a positive impact on the patient's decision so that he will seek treatment again at this hospital.
- 2) The results of this study are expected can be used to increase knowledge and enrich information about the condition of Prof. Dr. Tabrani Hospital Pekanbaru which may be taken into consideration when choosing health services.
- 3) The results obtained from this study are also expected can become a reading material and guidelines for the academic world and further researchers to add insight and knowledge about the variables studied.

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