

The Influence of Co-Brand Service on Satisfaction that Implicates to General Patient at Green Care Clinic

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Abstract. General patient's visit get decreasing in the beginning of 2017 while patient of BPJS's visit that is expected not to achieve more 15% of membership get improvement and it is more 20% of membership number. The low of general patient's visit is assumed because the low of patient's satisfaction and loyalty since there is increasing of BPJS service as the step of co-branding. The aim of this study is to know the description and the variable influence of co-branded service and patient's satisfaction toward patient's loyalty. The research analysis used is path analysis with survey to 90 respondents, which is general patient of Green Care's Clinic. Type of this research used is descriptive and verification to assess the description and the influence among variable. The research finding shows that there is influence of co-branded service towards patient's satisfaction. Co-branded service has no impact to the improvement of patient's loyalty. When co-branding created so it will be able to improve patient's satisfaction; patient who is satisfied will be able to improve loyalty. But, co-branded service cannot improve patient's loyalty at green care directly.

1. Introduction

A good health service is necessities for everyone. All of people want to be served and get same position in healthy service. The role of healthy facility is very great in improving a degree of public healthy, particularly the primary healthy facility which is the first and the closest healthy facility to society in preventing the disease and management of basic disease. Therefore, government points to primary healthy service both government owner (Puskesmas) and private (Pratama Clinic) to give direct service is depends on Minister of Healthy Regulations No. 5 of 2014.

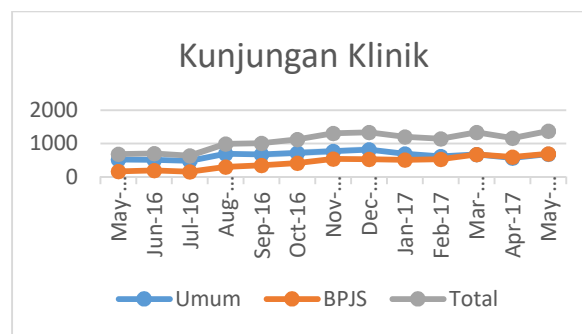
Between government's clinic and private clinic are obviously have the same purposes, which is providing qualified healthy service to improve the degree of public healthy, but the implementation in the field, especially the different clinic management. Government's clinic as part of government institution in conducting operational activity of healthy service is subsidized directly by government. So in service it can be more focus to service quality without it has to think the operational cost that has to be charged by service provider, while private clinic must plan to individual financing management. In private clinic, number of patient's visit will impact to clinic income, so the low of general patient will cause the decreasing of clinic income while the operational cost that must be charged monthly has been fixed. Those cases become challenge for private clinic in globalization era recently for keep on going compete in a healthy manner in providing a qualified service. As well as with Green Care's Clinic established since 2014 as the first level of healthy facility with service of general doctor and dentist, and diabetes wound clinic. In globalization era, Green Care's Clinic as private healthy facility must be able to compete in providing service in order to fulfil customer's expectation and it can have a loyal customer. Customer's loyalty has the important role in a company, maintain customer means to improve profit and maintain company sustainability [13]. Having loyal patient becomes the challenge for clinic party to do innovation in improving service quality that it will surely improve patient's satisfaction.

In which the success indicator of healthy service at clinic is patient's satisfaction. If client feels satisfied because a good service quality, it will show a big chance to do re-purchasing and the

elevation a consumer faithfulness while it forms the benefit suggestion of corporation statements. Satisfaction will appear if the expectation and realization are equal or it passes the desire expectation. The appearing of satisfied feeling on patient's self can be influenced by some cases, are: because of service character received can give satisfaction feeling, officer's character that gives healthy service itself and also a form of communication and service given (Azwar, A, 2010).

When the competition among healthy service is quite rapid in maintaining its patient in order to keep using those clinics, private clinic is faced also a government program that every Indonesian citizen and foreigner have been stayed in Indonesia has obligation to be BPJS member, it is listed in BPJS Constitution of 2014. Those cases impact greatly toward private health insurance because of many customers of private insurance moved to BPJS (Piglet, 2015).

Observing the condition that society's brand image in taking the pattern of healthy service has been moved to BPJS mostly so clinic must determine the right step in the marketing effort where those cases are much influenced by customer emotional perception in certain brand or brand image (Koubaa, 2008). With those backgrounds, so Green Care's Clinic since February 2016 started to combine two brands (Co-Branding Service) that aims as additional value in improving customer trust. One of measurements that can be used by service provider in assessing the influence of a co-branding towards a product is by assessing the influence of product attribute of co-branding result in fulfilling customer's expectation. The idea must be analysed at Green Care's Clinic is co-branding influence that has been conducted and it is combining two types of services are BPJS service and general service.



Based on the visit data above, where since May 2016 until May 2017 patient's visit is fully improved. Data shows that the improvement of 15% of BPJS' patient but for general service is tended to decreasing. So it will be reviewed what the step of this BPJS co-branding as a right step or not in improving patient's satisfaction and loyalty at Green Care's Clinic.

2. Literature Review And Hypothesis Development

2.1 Co-Branded Service

According to [7], co-branded service often combines their products with other products from other company by several ways. In Co-Branding (joint brand designation), a.k.a. double trademark or merger two or more famous trademark to be merge creation and traded in more ways. A major benefit for brand service that the creation can substantially placed through the advantages of several trademarks. Co-branded service can produce a bigger sale from the existing target market and also open additional chance for customer and new channel. Co-branded service can also reduce product launching cost because combining two famous images and accelerate adoption. And co-branded service can be valuable means for learning customer and how other companies approach to them.

The deficiency of co-branded service is risk and the less of control for connected to other brands in customer's thinking. Customer's expectation about involvement level and loyalty to joint brand (co-

brand) will be higher, so unsatisfied performance can give direct impact negatively for both brands. If other brands enter to a number of setting of co-branded, the excessive exposure can define transferring of every association. Co-branded service can also cause lack of focus on existing brands.

2.2 Patient's Satisfaction

Happy or disappointed feeling of someone who appears because comparing the performance which is perceived to product or (result) towards their expectation [6]. If the performance is above customer's perception, so customer will be very satisfied and in contrary if the performance is under customer's perception so customer will be disappointed.

Those cases are added by [6] which is "very satisfied customer is usually will keep faith for a longer time, buy again when company introduces new product and update old product, talk about good things of company and its product to other people and it is not too sensitive to price". But it is vice versa if customer feels disappointed can bring negative impact for company which is decreasing customer number because customer is not interested anymore for using service or product of company so it will impact to profit decreasing in overall.

2.3 Loyalty

All of activities are conducted by a company finally will end to value that will be given by customer about their satisfaction felt. Many benefits that will be got company with achieving the higher of customer satisfaction level, where it will improve customer's loyalty and prevent rotation. Customer's loyalty has important role in company; maintaining customer means improving profit and maintaining company sustainability. It becomes the major reason for company to attract and maintain to them.

Creating customer's loyalty is the expectation for each company, this loyalty often becomes the key to company's success for the future [6].

3. Methods

This study reviewed how the influence of co-branded service towards patient's satisfaction, the influence of patient's satisfaction towards loyalty, and the influence of co-branded service towards loyalty with sample number was 90 patients' respondents at Green Care's Clinic. Data processing used LPS. Variable in this study was three; it was co-branded service, patient's satisfaction, and loyalty.

This study reviewed how the influence of green awareness towards customer value, the influence of customer value towards purchasing decision, and the influence of green awareness towards purchasing decision, with sample number was 120 customers at Yogya Griya Supermarket Bojongsong. Data processing used LPS. This research variable was Green Awareness, Customer Value, and Purchasing Decision. The dimension used on Co-Branded Service was as follows:

1. Service of BPJS could improve healthy quality in society.
2. BPJS was healthy insurance facility that eased society in getting healthy service.
3. The existence of BPJS at Green Care's Clinic, it became supporter for service and it became more guaranteed.
4. I felt happy with the existence of BPJS service at Green Care's Clinic.
5. The appearance of BPJS brought the improvement of service quality at Green Care's Clinic.
6. Service of BPJS did not service quality of clinic in general.

The dimension used on Patient's Satisfaction was as follows:

1. The rapidly of procedure of patient registration.
2. Quick check queue.
3. Doctor's service was conducted based on schedule.
4. Procedure of administration was easy and quick.
5. Quick service at pharmacy.
6. Medical service was given professionally.

7. Officer gave friendly service.
8. Clean and comfortable clinic environment.
9. Officer's appearance was clean and tidy.
10. BPJS service did not decrease the officer's quality and medical team at Green Care's Clinic.

The dimension used on Loyalty was as follows:

1. I intended to keep using Green Care's Clinic if I needed healthy service.
2. I would recommend to Green Care's Clinic to others who needed healthy service.
3. I would keep using Green Care's Clinic if I needed healthy service, though there was another clinic besides my house.
4. I would keep using Green Care's Clinic if I needed healthy service, though my friend/ colleague recommended other clinics.

For descriptive analysis in variable was stated through percentage criterion. Here was the description of criterion.

20%	36%	52%	68%	84%	100%	1	2	3	4	5
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For the assumption 1 was categorized as "worst" and 5 for "very good" criterion. While for confirmatory factor analysis, process was conducted by LPS tools, with using path analysis.

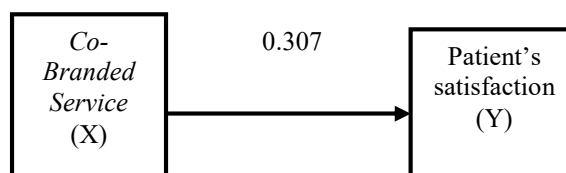
4. Result and Discussion

4.1 The Influence of Co-Branded Service towards Patient's Satisfaction

By existing service of BPJS at Green Care's Clinic, it becomes supporter for service and it is more guaranteed. Respondent answer "agree" for 57 respondents and 25 respondents answer "very agree" with percentage actual score is about 83,778%; it means that it is on good category. And for item of question that service of BPJS does not decrease clinic's service quality in general so 68 respondents answer "agree" and 13 respondents answer "very agree" with percentage of actual score is 80,8889%; it means that it has been good.

BPJS is healthy insurance facility that eases society in getting service and it is in good category; is related to actual score result on item of question no. 2 that is achieved actual score percentage is about 80,222% with 62 respondents answer "agree", government's step in providing facility

There is influence of co-branded service variable towards patient's satisfaction at Green Care's Clinic significantly can be seen on Picture that T-statistical value is about 7.989, it means that it is greater than 1.96. It means that co-branded service variable can influence patient's satisfaction significantly with the value of influence is 55.4%.



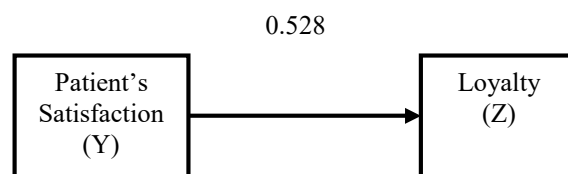
This research result is in line with [3] who stated "Co-Branding (Price benefits and post-purchase service) can be an effective marketing strategy that allows restaurants to construct customer satisfaction and brand loyalty" and the opinion of [21] state, co-branding is bussiness with more corporate in market, share of space and product when keep freedom distinc of trademark. Otherwise from [6], Hotel and restaurant companies has familiar for reputation of co-branding.

It proves that society's demand around clinic towards service of BPJS at Green Care's Clinic is quite high. In this case it can be seen that co-branded of BPJS at Green Care's Clinic generally does

not disturb or decrease patient’s satisfaction level towards clinic service. Therefore, clinic management’s action that implements service of BPJS as additional service at Green Care’s Clinic is the right choice and it can be improved continuously.

4.2 The Influence of Patient’s Satisfaction towards Loyalty

There is influence of patient’s satisfaction variable to patient’s loyalty at Green Care’s Clinic significantly can be seen on Picture IV.8 that the value of T-statistic is 9.269 means greater than 1.96. It means that patient’s satisfaction variable can influence patient’s loyalty significantly with the magnitude of influence is 73.1%.



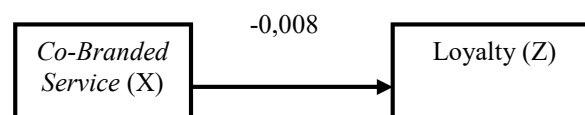
This research result is in line with [10]. Satisfaction is happy feeling overall from customer to company towards the whole of service given, in which the measurement or customer’s respond is conducted directly for service given by service provider, so customer’s satisfaction can only be assessed based on the experience happened when service delivery process [10]. Customer who is satisfied is loyalty, and customer who is loyal will be profitable, so to satisfy customer, company emphasizes on the effort of giving good experience and satisfaction or customer.

Patient’s satisfaction has bigger influence towards patient’s loyalty compared than Co-branded service. It proves that when patient feel satisfied of service given by Green Care’s Clinic so it will be formed loyalty behaviour.

Based on those results describe that the higher of patient’s satisfaction gives impact to patient’s loyalty to keep using Green Care’s Clinic as its healthy facility. It shows that co-branding of BPJS does not decrease patient’s satisfaction even it is still high so patient’s loyalty as healthy service user at Green Care’s Clinic can be maintained.

4.3 The Influence of Co-Branded Service towards Loyalty

There is no optimum influence of co-branded service variable towards patient’s loyalty at Green Care’s Clinic. It can be seen on picture that value of T-Statistics is 0.085 means smaller than 1.96. It means that co-branded service variable cannot influence patient’s loyalty significantly with the amount of influence is -0.8%.



This research result is inversely to (Hermawan, 2011) who states that a good branding will create the improvement of brand reputation, a good brand reputation will encourage customer to be loyal to product. It is the result of good product quality and the high of customer satisfaction, so a good brand reputation will impact directly to customer’s loyalty.

Those cases prove that co-branded service is not impact directly to patient’s loyalty. It is strengthen that the addition of BPJS service is not impact directly to patient’s loyalty to do repeat visit or maintaining patient’s loyalty. It shows that patient who comes and uses healthy service at Green

Care's Clinic is not depended on whether or not the client uses BPJS insurance, however patient repeat visits to feeling satisfied or not to clinic service quality in general.

5. Conclusion

There is influence of co-branded service significantly towards patient's satisfaction. There is influence of patient's satisfaction significantly towards loyalty. There is no influence optimally of co-branded service towards loyalty. It is needed the additional of BPJS service with accompanied by facility improvement and adequate human resource, so by increasing of new service is not decreasing clinic service quality.

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