

## HEALTH IS THE MOST ESSENTIAL THING IN SURVIVAL AND THE CHOICE IS DETERMINED BY EACH INDIVIDUAL

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### Abstract

The necessities of human life include shelter, clothing and food. If the needs have been met, then human life can be said to be prosperous, but nevertheless, the need for health is the most essential thing in continuing the process of life. However, a clinical facility that has an idle capacity of 140 people with only 21% of visits if left unchecked will worsen the clinic situation. The purpose of this study was to determine the magnitude of the influence of service quality and location of the Ahmad Yani Lanumad Clinic on the selection of clinics mediated by brand image at the Semarang Army Aviation Education Center. The method in this study used quantitative descriptive analysis, with 125 respondents. Data collection was carried out by distributing questionnaires face-to-face and analyzed with the Warps application and *SmartPLS* 4.0. Conclusions obtained in this study Service quality has a significant effect on clinic selection but not clinic location if not mediated by brand image .

**Keywords :** *Service quality, location, brand image, clinic selection*

### 1. INTRODUCTION

The necessities of human life include shelter, clothing and food. If the needs have been met, then human life can be said to be prosperous, but nevertheless, the need for health is the most essential thing in continuing the process of life. In everyday life, people need good and affordable health services so that every community is able to reach out for their health needs, as well as in military life, the need for health services and facilities is a top priority in supporting the main tasks of the military. The services that Lanumad Ahmad Yani Clinic has are general and dental medicine. Where Lanumad Ahmad Yani Clinic has 1 general practitioner, nurse and 1 dentist and nurse, pharmacy, ambulance. The service is open every Monday to Friday from 07.00 - 16.00 WIB. Services provided include physical examination, diagnosis, and therapy. If there is an abnormality that cannot be handled, it will be referred to Wira Tam-Tam Hospital, Semarang. However, the number of patient visits at Lanumad Ahmad Yani clinic is not in line with the target to be achieved. From the data from the visit results show the number of visits at the Lanumad Ahmad Yani clinic in Semarang, this is observed with the following table data. At the Lanumad Ahmad Yani clinic, structured medical records will be carried out starting in October 2022.

**Table 1.1. Patient Visit Data for October – December 2022**

No	MOON	SUM
1.	October	3
2.	November	1
3.	December	3
	Total	7

Source: Medical Records

Data on the number of sick absences from Pusdik Penerbad for October-December 2022 at Lanumad Ahmad Yani clinic:

**Table 1.2. Sick Attendance Data for October-December 2022**

No	MOON	SUM
1	October	11
2	November	10
3	December	12
	Total	33

Source: Absensi Pusdik Penerbad Semarang

From the data above, we can present that Penerbad Pusdik personnel who are sick and seek treatment at the Lanumad Ahmad Yani clinic in October-December 2022:

$$\frac{\text{Jumlah kunjungan pasien}}{\text{Jumlah total personil sakit}} \times 100\%$$

$$= \frac{7}{33} \times 100\%$$

$$= 21.21\%$$

The calculation above shows that the number of patient visits at Lanumad Ahmad Yani clinic has not increased in the last three months from October to December the total number of visits only reached 7 personnel seeking treatment at Lanumad Ahmad Yani clinic, Semarang. The comparison is not in accordance with the sick attendance data at the Penerbad Pusdik data from October to December, the total number is 33 personnel. With the presentation, only 21.21% of personnel came for treatment to Lanumad Ahmad Yani clinic, Semarang. Lanumad Ahmad Yani Clinic only serves Penerbad personnel in the ranks of Semarang who have a mission in the future to be open to the public. With *an average idle capacity* of 140 people. This if left unchecked will result in various negative impacts on the Lanumad Ahmad Yani Semarang clinic, therefore researchers feel the need to conduct research on the Lanumad Ahmad Yani Semarang clinic related to service quality, clinic location and *brand image*.

Previous research has stated that service quality can be realized through meeting customer needs and desires and the accuracy of delivery to keep pace with customer expectations, in this case patients The quality of service to patients will make its own assessment and experience for patients.(Maulina, 2021). Location close to the patient's place will be the main choice if the patient needs help from the clinic as well as in previous studies mentioned that location is one of the factors that can affect customer satisfaction (Yaasiinthya & Revelation, n.d) . *Brand image* is a mental picture of the consumer in this case the patient about the offer and it includes the symbolic meaning that the consumer associates with the specific attributes of the product or service (Chinomona, 2016). *Brand image* To a service or product can be drawn both from personal experience and others who thus *Brand Image* can be the attraction of a service or product in this case the selection of clinics (Fitria &; Setyo Iriani, 2017).

The results of this research are contributed to science, especially strategy management science related to clinics so that it is expected to add references for theoretical studies, especially those related to service quality, clinic location *and brand image*. And the results of this research make a significant contribution in managing the clinic *and human capital* in it, especially the medical and health workers within the Lanumad Ahmad Yani Clinic.

## 2.LITERATURE REVIEW

### 2.1.Clinic Selection

A clinic is a health service facility that provides basic and/or special services to patients led by a health professional (Permenkes RI No. 9 of 2014). The clinic consists of a primary clinic and a main clinic. Primary clinics provide basic primary care services, are serviced by general

practitioners, and are staffed by general practitioners. The purchase decision is the next stage after the intention or desire to buy. Purchasing decision is a person's attitude to buy or use a product in the form of goods or services that have been believed to satisfy him and the willingness to bear the risks that may be caused (Widjaja, n.d.) (Kurniawan & Lim, 2022). Clinic selection is an attitude and action directly or indirectly to use products or services that are of interest to consumers to take a product or service Puspitaet al., n.d.)

## 2.2. Quality of Service

Service quality is the performance ability of the service received by consumers themselves and assesses the quality of the service they really feel (Maulina, 2022). Kotler (2019) defines service quality as a customer assessment of the quality of service received compared to the expected service quality. The quality of service is determined by the customer according to . In other words, the customer is the final rater of quality, and quality can be used to maintain and attract customers in the future. Siswanto & Khasanah, 2019)

(Tonibun et al., 2021) defines service quality as a dynamic condition related to products, services, people, processes, and environments that can meet and or exceed customer expectations. From several definitions, it can be concluded that service quality is a measure to meet the needs of consumers provided a service by an institution or service owner in buying products or services. The fulfillment of perceived and desired expectations in service is fulfilled by the service provider or institution.

## 2.3. CLINIC LOCATION

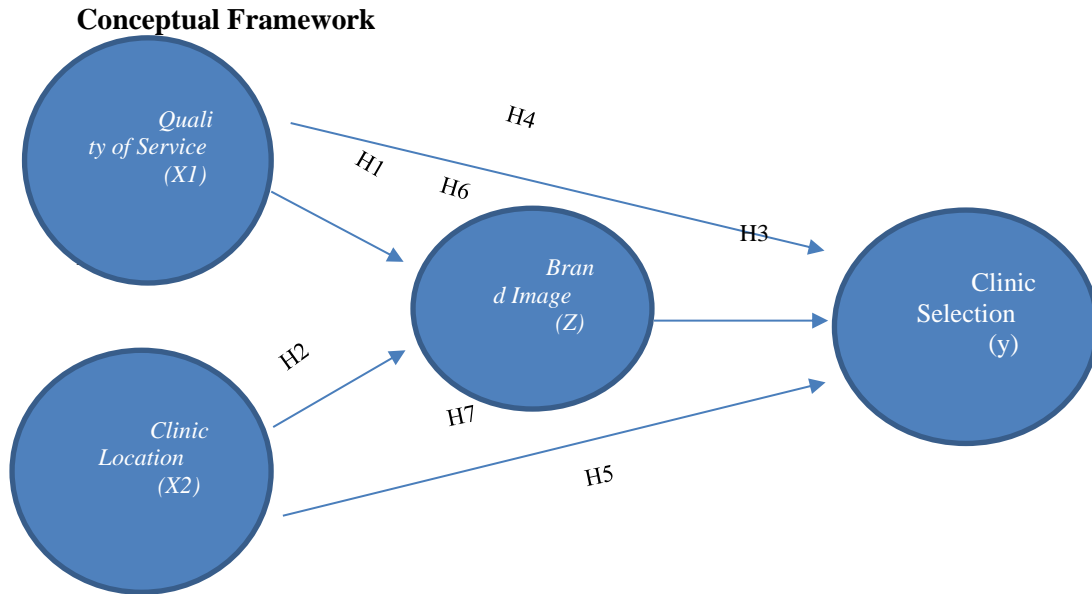
Place is a combination of location and distribution channels linked to service delivery through strategic location). Determining the location of the company is an important task, because choosing the wrong location can result in failure before the company is formed (Yaasiinthya & Wahyuati, undated). (Puspita et al., n.d.) . A term "location" refers to various marketing actions aimed at speeding up and facilitating the distribution of goods and services from producers to consumers Proper location determination increases business competitiveness in service industries, such as branches, banks, health centers, supermarkets, etc. because it reduces short-term and long-term costs, such as capital and operations (Handoko, 2015). (Rahmawati & Rejaya , 2023.)

In determining the location, the following must be considered: 1) Access, which means the location can be accessed by public transportation; 2) Visibility, which means the location can be clearly seen from the roadside; and 3) Traffic, which includes two main aspects: A. Many passers-by can offer excellent opportunities for impulse purchases, for example, purchase decisions that are often made spontaneously or without planning; and B. Traffic congestion and congestion as well 4) Environment, which is an environment that supports the services offered (Tjiptono & Chandra, 2012). From the definitions above, a location is where a business or business activity is conducted, and the location must be chosen carefully in order for the business to run well.

## 2.4. BRAND IMAGE

Clearly distinguishing between identity and image can sometimes be very difficult. To distinguish we must look at the meaning of each of these words. Identity is a variety of ways directed by companies to identify themselves or promote their products, while image or *image* is the public perception of the company or its products (Kolter, 2012). So obviously "brand image" or *brand* image can affect perceptions, consumer views of the company or its products and services. The consumer's perception of the goods represented by his brand The brand image that customers have is based on what they know about the brand. So, how do consumers see brand value (Fitria & Setyo Iriani, 2017). As well as that brand equity is the most important issue in improving marketing performance. (Widjaja , N.D., 2020)

From the definitions above, it can be concluded that *brand image* is the impression left to consumers about a service or product that is emphasized by satisfaction with certain services or products even though they are not directly dealing with the product or service.



**Hypothesis Development**

From the discussion of the above variables, hypotheses can be developed from the conceptual framework as follows:

- H1: Quality of Service affects *Brand Image*
- H2: Location Clinic affects *Brand Image*
- H3: *Brand Image* influence Clinic Selection
- H4: Quality of Service influences Clinic Selection
- H5: Location Clinic influences Clinic Selection
- H6: Quality of Service influences Clinic Selection Mediated by *Brand Image*
- H7: Location Clinics influence Clinic Selection Mediated by *Brand Image*.

**3. RESEARCH METHODS**

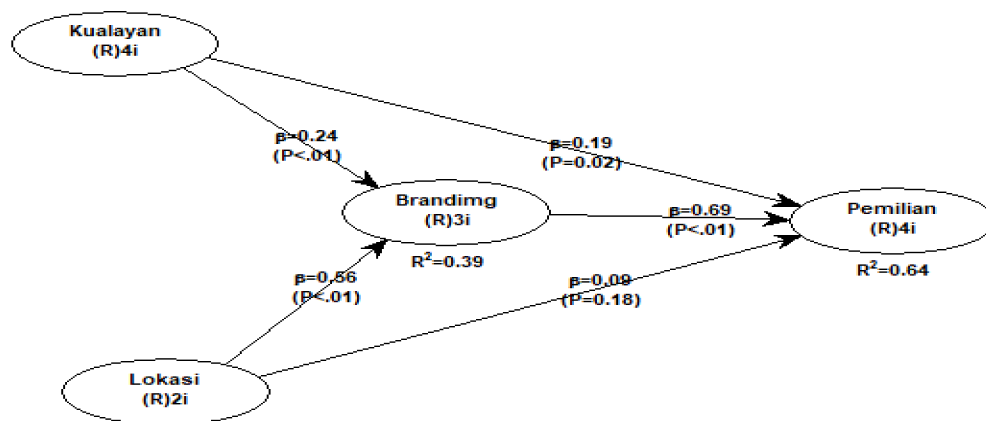
This research was conducted in a period of 3 months, from December 2022 to February 2023, to personnel at Puspenerbad in the ranks of Semarang as many as 125 people, this research method uses descriptive qualitative. (Sugiyono, 2019) . The instrument used to collect data is a face-to-face questionnaire. The steps in analyzing the data include measurement model test, reliability test, structural model test and Hypothesis Test using Warps and SmartsPLS 4.0 applications.

**4. RESULTS AND DISCUSSION**

The calculation of the R-Square value of 0.641 means that variations in clinic selection can be explained by 64.1% by variables of service quality, location, and *brand image*. The remaining 35.9% was explained by other variables not studied in this study. From the results of *goodness of fit* and R-Square testing, it shows that the model formed is good or *fit* so that it can be continued by conducting hypothesis testing. The indicator is valid if the *loading factor* is > 0.7, but the

indicator value between 0.4 to 0.7 can still be tolerated (Hair et al., 2017). In this study an indicator is declared valid if the *loading factoris* > 0.5. And all indicators in this study are valid and there are no reliability problems in the study.

#### 4.1.Hypothesis Testing



Direct influence testing is carried out by looking at the influence between variables directly as shown in table 4.10 below.

**Table 4.10 Table of Direct Influence Hypothesis Testing**

Influence	Coefficient	p-value	information
Brand Image → <i>Service Quality</i>	0,245	0,004	Significant
Quality of Selection Service →	0,189	0,021	Significant
Brand Image → <i>Location</i>	0,563	0,001	Significant
Location → Clinic selection	0,085	0,183	Insignificant
<i>Brand Image</i> → Clinic Selection	0,690	0,001	Significant

Source: WarpPLS output processed (2023)

#### 4.2.Indirect influence

Indirect influence is intended to test whether the *intervening variable* is able to mediate the influence of the exogenous variable on the endogenous variable. The value of indirect influence can be seen in table 4.11 below.



**Table 4.11 Hypothesis Testing of Indirect Influences**

Influence	Coefficient	P-value	Information
Quality of Service, <i>Brand Image</i> → Clinic Selection	0,169	0,005	Significant
Location, <i>Brand Image</i> → Clinic Selection	0,388	0,001	Significant

Source: WarpPLS output processed (2023)

**Table 4.12 Summary of Hypotheses**

Hypothesis	Description of the hypothesis	P - Value	Result
1	Service quality has a positive effect on <i>brand image</i>	0,004	Accepted
2	The quality of service has a positive effect on the selection of clinics	0,021	Accepted
3	The location of the clinic has a positive effect on <i>brand image</i>	0,001	Accepted
<b>4.</b>	<b>The location of the clinic has a positive effect on the choice of clinic</b>	<b>0,183</b>	<b>Rejected</b>
5.	<i>Brand image</i> has a positive influence on clinic selection	0,001	Accepted
6.	Brand image mediates the effect of service quality on clinic selection	0,005	Accepted
7	<i>Brand image</i> mediates the influence of clinic location on clinic selection	0,001	Accepted

### 4.3. Discussion

Service quality has a significant and positive effect on *brand image*. The results of this study are in line with the results of research conducted by Yaasiinthya (2020) These results show that the better the quality of services provided by the Stiesia Primary Clinic, the more customer satisfaction will increase at the Stiesia Primary Clinic and there is a positive influence on *brand image* variablesto the decision to use the services of the clinic carried out by . This means that the increasingly quality services provided by the clinic will have an impact on increasing (Fitria & Setyo Iriani, 2017) *the brand image* or image of the clinic. The quality of service has a positive and significant effect on the selection of clinics. The results obtained from this study are in line with previous research. Based on research conducted by that the quality of service has a significant effect on the decision to choose a hospital. This means that the more quality services provided by the clinic, will have an impact on increasing one's decision to choose a clinic. (Rusmahafi & Wulandari, 2020) .

In the world of work, researchers see that indeed the quality of service is very influential on the selection of clinics. Where the quality of good service will affect the selection of a clinic. The location of the clinic has a positive and significant effect on *Brand Image* The results of this study are not in line with previous studies where the results of research conducted by Puspita et al (2020) with the results of location variables did not have a significant effect. But testing is simultaneous. Location, image and quality of service have a significant influence on the decision to choose a hospital. Nevertheless, in this study the location was confronted with: *Brand Image* which is where

the hypothesis is accepted. This means that the strategic location of the clinic will have an impact on increasing *Brand Image* or the image of the clinic.

There is not enough evidence that the location of the clinic has a positive and significant effect on the selection of clinics. This is in line with research conducted by Puspita (2020) with clinical location variables which stated that location variables did not have a significant effect. But testing is simultaneous. Location, image and quality of service have a significant influence on the decision to choose a hospital. This means that a better *brand image* will have an impact on increasing one's decision to choose a clinic. *Brand Image* has a positive and significant influence on the selection of Clinics.

This is in line with the results of research that can be concluded that there is a positive influence of (Wahyoedi Et al., 2021) brand image variables on the decision to use clinical services. This means that a better *brand image* will have an impact on increasing one's decision to choose a clinic. In his daily life, researchers see that *brand image* is very influential on the selection of clinics. Where a good *brand image* will affect the selection of a clinic. *Brand Image* mediates the effect of service quality on clinic selection. This is in line with research from several researchers as the results show that (Widjaja, 2020) *brand image* variables have a simultaneous influence on purchasing decisions. This means that *brand image* is able to bridge the influence of service quality on clinic selection. In his daily life, researchers see that *brand image does* affect the selection of clinics. Where *brand image* is able to mediate the quality of service of a clinic.

*Brand image* mediates the influence of clinic location on clinic selection. This is in line with some researchers about variables in influencing clinic selection, researchers take *brand image variables as mediation of service quality that has not been done by previous studies with clinic location variables mediated by brand image*. This shows that this means that *brand image* is able to link the influence of clinic location to clinic selection. In his daily life, researchers see that *brand image does* affect the selection of clinics. Where *brand image* is able to mediate the selection of a clinic.

## 5. CONCLUSION

Based on data analysis and research results and discussions that have been described, the following conclusions can be drawn:

*Conclusion as follows:*

1. Service quality has a positive and significant effect on brand image. This means that the more quality services provided by the clinic, will have an impact on increasing the brand image or image of the clinic.
2. The quality of service has a positive and significant influence on the decision to choose a clinic. This means that the more quality services provided by the clinic, will have an impact on increasing one's decision to choose a clinic.
3. Location The clinic has a positive and significant influence on brand image. This means that the strategic location of the clinic will have an impact on increasing the brand image or image of the clinic.
4. There is not enough evidence that the location of the clinic has a positive and significant effect on the choice of clinic.
5. Brand Image positive and significant influence on the selection of clinics. This means that a better brand image will have an impact on increasing one's decision to choose a clinic.
6. Brand Image mediate the effect of service quality on clinic selection. This means that brand image is able to bridge the influence of service quality on clinic selection.
7. Brand image mediate the influence of clinic location on clinic selection. This means that brand image to image is able to relate the influence of clinic location to clinic selection.

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