

## **A Review of The Factors That Form The Brand Equity Of Public Hospitals: A Quantitative Study In Tangerang City**

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### **ABSTRACT**

*An important tactic for businesses in establishing and sustaining their place in the market is the expansion of their brand's equity through various marketing channels. The purpose of this research is to identify the factors that affect RSU Bhakti Asih Tangerang's brand equity and loyalty through social media marketing, brand association, brand image, and brand awareness. The researchers at RSU Bhakti Asih Tangerang used a selective selection technique to choose 145 general patients who were not BPJS. The Structural Equation Model was used for data analysis. According to this research, there is a favorable correlation between brand equity, brand loyalty, social media marketing, and brand image; nevertheless, brand equity is unaffected by brand awareness and association. This study's managerial implications include the following: RSU Bhakti Asih should work on raising brand recognition and positive associations with the brand in order to boost Brand Equity; if the company succeeds in doing so, its customers will never buy from its rivals.*

**Keyword:** Brand awareness, brand image, brand association, social media marketing, brand loyalty, brand equity

### **1. Introduction**

The development of brand equity in marketing covers a wide range and has become one of the main strategies for companies in setting and maintaining standards in the market. This is because companies need to maintain, utilize, and increase the value of brand equity regularly (Dada, 2021). Increasing company profitability can be achieved through brand equity, because consumers tend to give approval to brand names that have brand equity value (Jayswal & Vora, 2019). Purnama & Wening (2023) explain that brand equity is very significant in the overall competitiveness of a brand in the market, and provides value for companies that produce products or offer these services. Brand equity plays an important role to increase efficiency, effectiveness, marketing initiatives, build customer loyalty, and facilitate the implementation of competitive promotional activities (Erdem, 1998; Chaudhuri & Holbrook, 2001). Therefore, it is critical as a value-added and marketing impact that ensures that the brand continues to be recognized in the minds of customers which forms brand equity.

Brand familiarity also influences purchases. Well-informed and familiar brand knowledge increases a person's likelihood of buying a product or service. Per Kerne (2023). Młotkowska and Kowalik (2023) suggest that customers can create favorable associations with a brand when they are aware of its presence. Creating a brand requires raising brand awareness. Beyond brand recognition, a brand's impression and trustworthiness are important (Pranata et al., 2020). Using the inductive approach, positive brand perceptions serve to boost registration intent (Anggraeni & Syah, 2017). It is, therefore, of the utmost importance to win over customers' positive views of the business and its products or services and to shape their opinions of the brand in a positive light.

Another important influence on purchasing decisions is brand association. Brand association is linked to key brand performance factors (Atilgan et al., 2005). Brand association can help build brand loyalty (Severi & Ling, 2013). Thus, brand association encourages consumers to buy more and boosts corporate value. Long-term brand loyalty is likely to result from brand bonding (Giovanis & Athanasopoulou, 2018). Customer loyalty determines product choice and a company's market competitiveness (Jan et al., 2010). This study also discusses social media marketing, which marketers utilize to construct brands and has become a significant instrument for distributing relevant and effective communication to improve brands (Li et al., 2021). Companies that adapt to IT will market on social media (Heskiano et al., 2020). Social media may help brands build trust, great experiences, and consumer involvement (Margaretha & Syah, 2023).

On the other hand, the industry phenomenon related to RSU Bhakti Asih continues to provide good service. In increasing the number of visits, the hospital regularly tries to establish new partnerships with surrounding companies. This cooperation aims to make RSU Bhakti Asih a referral hospital for company employees who need health services. Based on medical archive data, the number of outpatient, inpatient, special care and emergency room visits at RSU Bhakti Asih has decreased and increased every year. RSU Bhakti Asih had 65% of patient visits with 2 visits in 2023, with 161,588, 170,523, and 183,889 visits in 2021-2023. In this instance, a social media marketing plan is needed to spread information and offer products or services on social media to attract hospital patients. Social media is an excellent way for hospitals to promote a healthy lifestyle in Indonesia.

Previous study has examined brand equity variables (BE), brand image (BI), brand awareness (BA), brand association (BAS), and brand loyalty (BL). When brand awareness increases brand loyalty. Brand image boosts brand loyalty (Bilgin, 2018; Eslami, 2020; Charukitpipat, 2024). Brand association boosts brand loyalty (Oppong et al., 2020; Pranata & Permana, 2021; Mensah, 2022). Brand awareness boosts brand equity (Irpan & Ruswanti, 2020; Tran et al., 2020; Koagouw, 2022). Brand image boosts brand equity (Gilitwala & Nag, 2022; Oppong et al., 2023; Purnama & Nur Wening, 2023). Brand association boosts brand equity (Brochado & Oliveira, 2018; Imaningsih & Vega, 2020; Soveini, 2021). Social media marketing boosts brand equity (Heidari et al., 2020; Bernadus, 2023; Lesmana, 2023). Brand loyalty boosts brand equity (Zia et al., 2021; Dada, 2021; Gilitwala & Nag, 2022). However, the relationship between variables in previous studies by adding social media marketing variables has never been studied and is still rarely done, especially in Bhakti Asih Hospital. In this case, social media marketing is added because technological developments have made marketing through social media very important to attract interest in products and increase the use of social media internet and have a good supporting influence on popularity and reputation.

Following the previous description, this research aims to establish the relationship between brand equity, brand loyalty, and social media marketing in relation to brand recognition, brand perception, and brand association. To reach the objective of positively impacting RSU Bhakti Asih, it is believed that this research will enhance comprehension of the importance of these characteristics in connection to brand equity and loyalty.

## **LITERATURE REVIEW**

### **Brand Awareness**

Ramadhan et al. (2020) states that brand awareness is defined as the ability of consumers to identify and associate a brand with several contexts. Heskiano et al. (2020) states that brand awareness occurs when consumers perceive a brand as being suitable for a particular circumstance, which is analogous to the formation of an organic link. When consumers are well-versed with a product and have a positive perception of it, they experience brand awareness (Liu et al., 2020), which ultimately results in a more fulfilling purchase

decision. The capacity to recall and recognize a product or service by understanding the brand is known as brand awareness, according to Lesmana et al. (2023). Influencer marketing and the company's poster selection both contribute to the rapid dissemination of brand awareness (Tan et al., 2021).

#### **Brand Loyalty**

Individuals' opinion of a product's quality affects their brand loyalty and attachment (Shanahan et al., 2019). Song et al. (2019) defined brand loyalty as the desire to buy the same brand again, invite others to try it, and stay loyal rather than switch brands. Brand loyalty is when customers pick one product over another in a category (Heskiano et al., 2020). Hwang et al. (2021) believe brand loyalty is a future-focused notion and a key indicator of firm performance in a competitive market.

#### **Brand Image**

Hofmann et al. (2019) found that consumers value brands based on their associations. Mitra and Jenamani (2020) define brand image as a customer's perception of a company's strength and uniqueness. Consumer perception of a corporation is its "brand image" (Hendri & Syah, 2020). Siddiqui et al. (2021) define brand image as all the good qualities that distinguish a brand from similar products. Customers' reactions to the product's features as they use it develop this brand image (Syah & Olivia, 2022).

#### **Brand Association**

Brand associations are notions a person remembers about a product or service (Aaker, 1991; Keller, 1993). According to Atilgan et al. (2005), brand association is a desirable trait associated to brand success and reputation. Emari et al. (2012) state that brand association creates a link in buyers' minds between brands and certain traits that improve brand quality and raise brand interest. Severi et al. (2014) underline that advantages, attitudes, and qualities build brand connections. Brand association includes customer perceptions, memories, perceived value, organizational associations, and brand personality (Bougenville & Ruswanti, 2017).

#### **Social Media Marketing**

The goal of social media marketing is to increase the visibility, familiarity, and engagement with a company, product, person, or group through the utilization of online social networks, microblogs, and blogs (Santoso, 2020). Individuals use social media marketing to connect with others, make an impact, and share content that is freely available online (Bernarto et al., 2020). According to Kurnianto and Dhewi (2022), the goal of social media marketing is to raise consumer awareness of a brand, attract more targeted visitors to a website, and ultimately, generate more sales. According to Anggraheni and Haryanto (2023), social media marketing encourages engagement on social media platforms among consumers, businesses, and brands.

#### **Brand Equity**

Building and maintaining a positive reputation among target audiences is a crucial aspect of product management. To do this, one must have a thorough understanding of the various aspects that contribute to brand equity (Punj & Hillyer, 2004). Aaker (1991) argues that any factor, good or bad, associated with a brand name or symbol that may affect the product's selling price is part of the brand's equity. A product's "brand equity," or its capacity to draw in and keep consumers thanks to its trustworthy and user-friendly features, is a key concept in marketing (Dada, 2021).

### **HYPOTHESES DEVELOPMENT**

#### **Relationship between Brand Awareness and Brand Loyalty**

Creating commitment and loyalty among visitors is the primary goal of brand introductions, according to Hsu and Chen (2018). Increased brand loyalty can be achieved by

increased brand choice and high-quality brand awareness (Abou-Shouk & Soliman, 2021). According to Tantra et al. (2022), when loyal customers consistently think about the brand, it's called brand awareness. Consumers' ability to recall brands in different contexts is correlated with their level of brand loyalty and brand awareness (Yasa & Wijayanti, 2023). History shows that when people recognize a brand, they are more likely to be loyal to that brand. In light of the above, we propose the following hypothesis:

H1: Brand awareness has a positive influence on brand loyalty.

#### **Relationship between Brand Image and Brand Loyalty**

Shabbir (2020) states that brand image is crucial since it directly communicates consumers' major benefits. Brand image, when individuals have a positive perception of the brand, increases brand loyalty (Shabbir, 2020). Good brand image can influence customer product purchases and brand loyalty (Marliawati & Cahyaningdyah, 2020). Brand image helps consumers evaluate items and build brand loyalty (Ge & Ge, 2023). Positive patient perceptions of the service will impact their future service provider choice (Charukitpipat, 2024). Previous research shows that brand image and loyalty are linked (Bilgin, 2018; Eslami, 2020; Mabkhot et al., 2017; Rodiques & Rahanatha, 2018). According to the explanation, the writing suggests the following hypothesis:

H2: Brand image has a positive effect on brand loyalty.

#### **Relationship between Brand Association and Brand Loyalty**

Brand connections influence consumer loyalty by providing the reasons for purchasing decisions (Phong et al., 2020). According to Susilowati & Sari (2020), affiliations build a favorable relationship between consumers and companies, which influences brand loyalty. Stronger brand associations increase consumer pleasure and brand loyalty (Susilowati & Sari, 2020). When the product's benefits, qualities, attitudes, and quality fulfill customer needs, a strong brand association will arise, resulting in brand loyalty (Phong et al., 2020). In accordance with various studies on brand association and loyalty (Oppong et al., 2020; Pranata & Permana, 2021; Tammubua, 2021; Mensah, 2022). So, the following theory is offered:

H3: Brand association has a positive effect on brand loyalty.

#### **Relationship between Brand Awareness and Brand Equity**

Strong brand awareness will help potential buyers who are unsure about brand equity buy particular products (Juliana, 2019). High brand awareness improves decision-making, customer purchases, learning from advantages, considerations, and brand equity choices (Surucu et al., 2019). A higher level of brand recognition increases consumer favorability, intent to purchase, and equity (Surucu et al., 2019). Customers are more likely to think about brand equity when they are aware of the brand (Tran et al., 2020). A higher level of brand recognition is associated with a stronger commitment to the brand, as shown in earlier research. After considering the explanation, the writers have come up with the following theory:

H4: Brand awareness has a major impact on brand equity.

#### **Relationship between Brand Image and Brand Equity**

Apriliani (2019) states that brand image can influence brand equity by generating excellent, competitive, and inexpensive products for enterprises to endure in different economic conditions. Brand equity and image interact directly with consumers, who help shape brand perception (Irpan & Ruswanti, 2020). Hudiono (2022) also found that brand image is a complex aspect in brand equity and reflects an individual's impression of the brand, which can be favorable or negative depending on the buyer's perspective. As shown by prior studies, brand image and equity are positively correlated. Given the explanation, the authors propose the following hypothesis:

H5: Brand image has a positive effect on brand equity.

**Relationship between Brand Association and Brand Equity**

According to Brochado and Oliveira (2018), positive associations with brands can enhance the customer experience, provide people a reason to favor certain brands, and lead to more purchases and more equity in the brand. According to Nawawi and Riptiono (2020), a positive association with a brand increases its equity. Consumer trust and equity in healthcare brands are enhanced by associations with such brands (Mensah et al., 2022). An important factor in determining brand equity, brand association influences the most fundamental forms of market segmentation (Choudhary et al., 2023). Soveini (2021), Brochado (2018), and Imaningsih and Vega (2020) all found that when consumers associate a positive experience with a brand, the equity of that brand rises. This is the hypothesis that the authors propose:

H6: Brand association has a positive effect on brand equity.

**Relationship between Social Media Marketing and Brand Equity**

Kwon (2020), Khadim et al. (2018), and Ibrahim et al. (2021) all state that businesses use social media to build consumer relationships, communicate with them, and ultimately increase brand equity. Social media marketing has the potential to increase the value and reputation of brands, especially among those who use social media on a daily basis (Anggraheni & Haryanto, 2023). Ivanka et al. (2023) state that as social media business rivalry grows, entrepreneurs can promote their firms to boost brand value. Companies establish brand equity through social media (Rahmadini & Mardhotillah, 2023). Marketers must actively engage customers on social media to build brand value by developing customer relationships and promoting purchases (Ivanka et al., 2023). Brand equity is affected by social media marketing (Bernadus et al., 2023; Heidari, 2020; Kusuma & Putri, 2019; Lesmana, 2023). Authors suggest the following hypothesis:

H7: Social media marketing has a positive effect on brand equity.

**Relationship between Brand Loyalty and Brand Equity**

Juliana (2019) found that consumers are more devoted to and invested in brands that meet their needs. Brand equity and loyalty improve consumers' actions and mindsets, leading to long-term brand purchases (Nugroho et al., 2020). Hassain et al. (2020) say brand loyalty is the most important factor in brand equity, which can be improved in competitive markets. As customers trust the brand, business value rises (Setiawan & Harris, 2020). Studies show that loyal customers improve brand equity. Given the above, we offer the following hypothesis:

H8: Brand loyalty has a positive effect on brand equity.

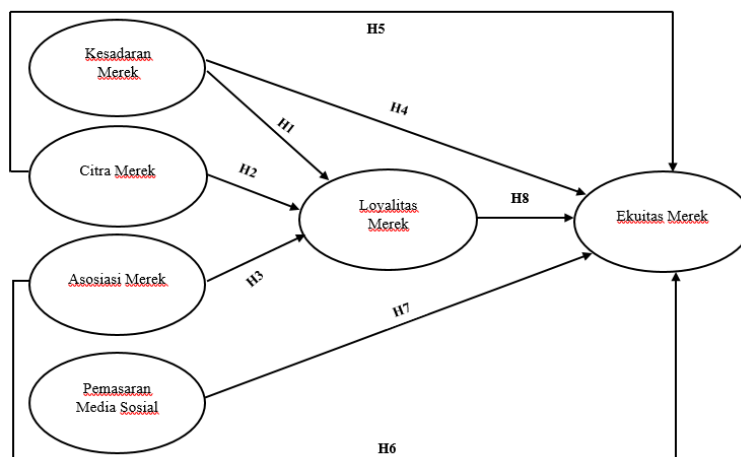


Figure 1. Research Model

**2. Research Methods**

In order to collect the necessary information for this study, the research team utilized an online survey. The responses are evaluated using a Likert scale that consists of six different possibilities, ranging from "strongly disagree" (STS) to "strongly agree" (SS). In order to evaluate the many aspects of brand awareness, we will be using three statements, which are based on the concept that Wang (2019) proposed. In accordance with the technique proposed by Salinas and Pérez (2009), eight statements will be utilized in order to measure the various aspects of brand image. Using Yoo et al. (2000) theory, three statements are used to measure brand loyalty factors. Using five statements adapted from Severi and Ling (2013), we can quantify brand association variables. According to Kim and Ko (2012), there are six statements that are utilized to measure variables in social media marketing. Based on the work of Yoo et al. (2000), brand equity factors were used to measure four claims. With a total of 29 assertions, there are 29 measurements.

This study aims to examine general patients at Bhakti Asih Hospital who are not part of the BPJS program. The demographics of this study's sample are as follows: participants must be between the ages of 16 and 65, have interacted with RSU Bhaksi Asih's services at least twice per year, and have either become followers or viewed one of the social media posts from the organization. The sampling technique used is purposive sampling. In addition, taking into account 29 statements (29x5), the number of respondents needed to be 145 in order to calculate the number of questions according to SEM analysis criteria is five times the number of questionnaire questions (Hair et al., 2020). In order to administer the first questionnaire (pretest), the researcher used Google Form as an online platform and sent it to thirty participants.

Structural equation modeling (SEM) was utilized in order to evaluate and interpret the data that was collected for this inquiry. In order to validate the MSA and the KMO, we utilized the factor analysis method. This allowed us to check the dependability and validity of the data sources. For the purposes of a factor analysis, any value that is more than 0.5 is considered to be valid. The next step in the reliability testing process is to employ Cronbach's Alpha to determine the consistency of the results. According to Hair et al.'s 2020 research, a dependable instrument is one that has a high Cronbach's Alpha score.

### 3. Results and Discussions

The respondents were non-BPJS general patients of Bhakti Asih Hospital with at least 2 visits in a year. Of the 145 respondents, 76.55% were female and 23.45% were male, with the majority residing in Tangerang (62.76%). The majority of respondents were 26-35 years old (51.03%) with private employees (45.52%) and high school education (49.66%). Most respondents earn Rp 4,000,001-Rp 6,000,000 per month (30.77%).

Before hypothesis testing and reflective measurement models on indicators and latent variables, researchers evaluated. The test findings are valid if the loading factor is  $\geq 0.70$ . This study's construct validity measurement is valid with a high loading factor value of 0.70 for most indicators on each variable. The study's composite reliability or average variance extraction estimates are good. According to Hair et al. (2020),  $CR \geq 0.70$  and  $AVE \geq 0.50$  are necessary values. Brand equity, social media marketing, association, loyalty, awareness, and image ( $CR=0.981$ ;  $AVE=0.926-0.989$ ;  $AVE=0.917$ ) According to Henseler et al. (2009), the Fornell-Larcker Criteria require indicators to have a higher correlation with their latent variables and AVE roots that are larger than those of other latent variables.

The  $R^2$  value for each equation is established by structural test analysis. The  $R^2$  value indicates how well one variable explains another. Results show that brand awareness, image, and association influence brand loyalty ( $R^2 = 0.721$ ). We found that consumers' brand

knowledge, perception, and associations explain 72.1% of brand loyalty variation. About 27.9% is explained by factors outside this study.

This study found that social media marketing, brand recognition, image, association, and loyalty all affect brand equity simultaneously ( $R^2 = 0.811$ ). This shows that brand loyalty, social media marketing, brand awareness, brand image, and association account for 81.1% of brand equity variation.

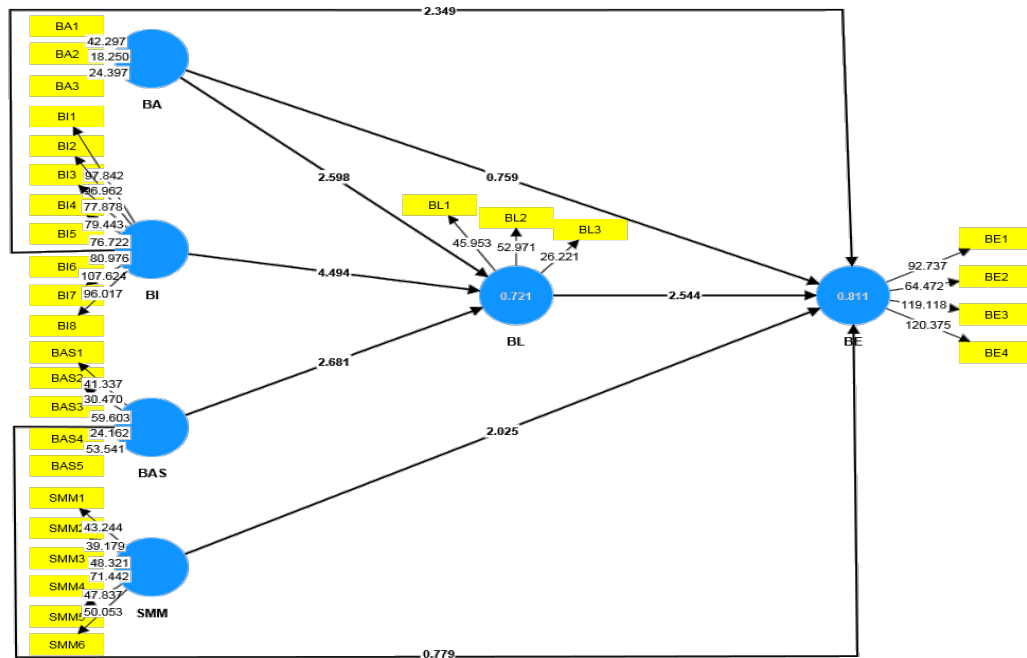


Figure 2. Path Diagram T-Value

There is a perfect match, according to the Quality Model test. The statistics for redundancy (R Square, SRMR, and Q Square) make this clear. Figure 2 above shows the T-Value Path Model, which explains how the research model tests hypotheses:

Table 1. Research Model Hypothesis Test

Hypotesis	Direct Effect	T-Value	Decision
H1	Brand awareness has a positive effect on brand loyalty	2.598	Supported
H2	Brand Image has a positive effect on brand loyalty	4.494	Supported
H3	Brand Association has a positive effect on brand loyalty	2.681	Supported
H4	Brand awareness has a positive effect on brand equity	0.759	Not Supported
H5	Brand image has a positive effect on brand equity	2.349	Supported
H6	Brand association has a positive effect on brand equity	0.779	Not Supported
H7	Social media marketing has a positive effect on brand equity	2.025	Supported
H8	Brand loyalty has a positive effect on brand equity	2.544	Supported

Six of the hypotheses in the above hypothesis test table have T-values greater than 1.96, indicating that the data is consistent with the research hypothesis. The hypothesis is rejected because two hypotheses have T-Values less than 1.96.

## DISCUSSION

During the course of this research, the influence of brand identification, perception, and association on brand devotion and worth is investigated and put to the test through experimental methods. The hypothesis that there is a positive association between brand awareness and brand loyalty is presented in the first hypothesis. By receiving this accolade, RSU Bhakti Asih has demonstrated that it has been successful in distinguishing itself from competitors in the eyes of the audience that it is aiming to attract. The ability of RSU Bhakti Asih to better connect with its loyal patients on an emotional and practical level, which in turn promotes brand recognition, is made possible by the high degree of brand awareness that the organization possesses. As a result, the improved brand recognition that resulted from consumers easily recognizing RSU Bhakti Asih among other public hospitals has a beneficial impact on the level of brand loyalty that individuals have for the organization. Several researchers, including Bernarto et al. (2020), Vazifehdoust and Negahdari (2018), and Alkhaldeh and Eneizan (2018), have all discovered results that are equivalent.

Brand image positively affects brand loyalty, according to other findings. When customers have a positive impression of a brand, it influences their purchasing decisions and, in turn, their loyalty to that brand. This positive image reflects consumer perceptions of the excellence of RSU Bhakti Asih in providing high-quality and professional health services. Thus, consumers tend to prefer and trust RSU Bhakti Asih on the basis of their good reputation in the health industry. The positive brand image of RSU Bhakti Asih as one of the best hospitals in the healthcare sector, and known for its high quality, contributes greatly to patient loyalty. This finding corroborates several similar studies that brand image has positive results on brand loyalty (Bilgin, 2018; Rodiques & Rahanatha, 2018; Eslami, 2020).

Furthermore, researchers prove that brand association has a positive impact on brand loyalty. This positive association reflects consumers' perceptions of the unique character and special services offered by RSU Bhakti Asih, which are proven to build strong trust and loyalty from consumers. This view reflects how RSU Bhakti Asih is not only recognized for the excellence of the services offered, but also for its ability to build and maintain emotional relationships with consumers through social media platforms. Positive brand associations, where one believes RSU Bhakti Asih has unique services that are well-known on social media as well as a distinctive brand identity, can positively influence consumer loyalty to RSU Bhakti Asih. In line with several researchers who have proven the relationship study between brand association has a positive effect on brand loyalty (Oppong et al., 2020; Tammubua, 2021; Mensah et al., 2022).

Brand equity is unaffected by brand awareness, as shown next. Customers may recognize a brand, but this does not guarantee its equity worth. Brand equity and awareness are not always correlated. Even if they know about a brand, a person's recall of it won't boost brand equity. Brand equity is also affected by consumer trust, positive brand experiences, product or service quality judgments, and brand values. In line with prior studies, brand awareness does not affect brand equity (Kashif et al., 2015; Lesmana, 2020; Nugroho, 2020).

In addition, a positive brand image has a significant impact on building and enhancing brand equity. The findings show that the perception of RSU Bhakti Asih as one of the best hospitals in the health care sector, and is known for its high qualifications. This image not only



reflects good service quality and expertise, but also helps in building consumer trust as well as gaining wide recognition. The positive brand image of RSU Bhakti Asih as one of the leading hospitals in the healthcare sector, coupled with their high reputation for having superior qualifications, positively increases brand equity. The results of this study are in line with previous studies which say that brand image has a positive effect on brand equity (Gilitwala & Nag, 2022; Oppong et al., 2023; Purnama & Wening, 2023).

Brand association has no effect on brand equity. This shows that although RSU Bhakti Asih's products or services are different from others that often appear on social media, brand association is not always the main factor in determining brand equity. This is evident with the products and services offered by RSU Bhakti Asih, which are clearly different from many other hospitals active on social media. Brand equity is often more influenced by service quality, patient experience, public trust, conformity to consumer needs and expectations, it is often the determinant in increasing brand equity. Although brand image and connection can influence initial assessments of health services, ultimately, the direct experience gained by patients and the quality of services provided will play a greater role in shaping consumer impressions and trust in the brand. This research is corroborated by previous studies which state that brand association has no effect on brand equity (Andik & Rachma, 2022; Dada, 2021).

Additional research confirms that promoting a brand through social media increases its value. Social media marketing plays a significant part in building RSU Bhakti Asih's reputation by promoting the university's individualized health care services. By utilizing social media platforms, RSU Bhakti Asih not only expands the reach of patient communication, but also builds closer relationships with consumers. Active interaction through social media not only provides an opportunity to convey brand values such as excellence in customized healthcare, but also allows them to respond directly to real-time consumer feedback and needs. Thus, an effective social media marketing strategy can contribute to increasing the brand equity of RSU Bhakti Asih through good interactions with consumers. In line with previous studies which state that social media marketing has a positive effect on brand equity (Heidari et al., 2020; Bernadus et al., 2023; Lesmana et al., 2023).

Additionally, the findings of this study indicated that brand loyalty had a beneficial impact on brand equity. Strong brand loyalty to RSU Bhakti Asih is evidenced in the fact that I consistently choose RSU Bhakti Asih as my first option. This demonstrates that patients have a decision to continuously pick RSU Bhakti Asih over other possibilities, which reflects a profound faith in the quality of service, the reputation that has been developed, and the great experiences that I have had with them because of my interactions with them. Additionally, an increase in brand loyalty will result in an increase in brand equity. This is because an increase in brand loyalty will result in an increase in customer confidence in the brand, which will in turn bring additional value to the company. In line with the findings of earlier studies (Dada, 2021; Zia et al., 2021; Gilitwala & Nag, 2022) that discovered that brand loyalty had a favorable impact on brand equity, this study also demonstrated that brand loyalty.

#### **4. Conclusion**

The researcher has collected data that will be used to achieve the study's objectives through analysis and investigation. Based on the findings of this inquiry, six out of the eight initial hypotheses were found to be valid. Brand equity was unrelated to brand recognition or association in this study, however it was positively correlated with social media marketing and positively correlated with brand loyalty. The results show that if the related points are successfully implemented, RSU Bhakti Asih will be significantly impacted.

Future research should address the study's remaining limitations and weaknesses. First, in terms of population, using non-BPJS general patients treated at Bhakti Asih Tangerang Hospital is not broad enough. Second, this study utilized a questionnaire as the measurement instrument to reduce time and effort. Questionnaires also have weaknesses, such as the possibility of bias in answering questions. It is possible that respondents did not fill out the questionnaire correctly or only gave answers according to the desired ideal conditions, not based on the actual situation that occurred. Third, there are shortcomings in the variety of variables that need to be analyzed in more depth or linked to each other. Future study can further improve and explore brand equity empirically by expanding the model to include variables that are potentially associated to it. The results support the hypothesis and have a favorable effect on the research as a whole. We can only hope that the development of hypotheses that have already been shown to be ineffective will not go unnoticed. The goal of future studies is to find ways to circumvent the problems that this one has.

This research has several managerial implications for improving brand equity, namely management needs to focus on increasing brand awareness widely among consumers. This can be done through more in-depth marketing campaigns, promotions, or more effective use of media. The goal is to make the brand better known in the market, so as to increase the potential for brand recognition among potential consumers. Management can also change or expand the associations desired by consumers. This can be through the development of more positive and relevant brand attributes or characteristics to meet targets, thus creating stronger emotional or functional bonds. If RSU Bhakti Asih wants to keep and grow its brand equity, its customers will never buy anything from a competitor. That's why the company should work on increasing brand recognition and positive associations.

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