

Brand Equity of Analysis to Improve Immunization Clinic Visit at PT Bio Farma (Persero) Bandung

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Abstract - Immunization have saved more lives on earth than any other approach in history. Immunization is one of public healthcare most effective and efficient innovation, and delivers positive health, social, and economic benefits indirectly. Despite the advantages of vaccines, global immunization coverage remains to stagnate. To help increasing the immunization services coverage, Bio Farma has develop new brand for immunization services clinic called Imunicare. We identified the key business issue of Imunicare is declining of customer visit in consumer segment after establishment of Imunicare.

This study aims to discover the main cause of declining visit trend in Imunicare consumer segment, and then to evaluate factors that can increase customer visit of Imunicare. We have explored business issue based on conceptual framework, began with problem identification then do the business environment analysis, consist internal and external analysis. Both internal analysis and external analysis will be integrated to develop SWOT analysis for the business unit. From the study we found that the root cause of declining visit trend in Imunicare consumer segment are there is limited number of products, place of Imunicare cannot seen directly by customer, low awareness in Imunicare service brand and digital process to need be fixed to improve customer experience process.

Previous study shows that there was an influence between brand equity and customer visit. We did further analysis on brand equity. For the brand equity research, we did measurement based on Aaker approach on Brand Equity methodology. There are five dimension that we use to measure brand equity for this study, Brand Awareness, Brand Association, Brand Loyalty, Perceived Quality, and Uniqueness. The highest factor that influences brand equity of Imunicare was brand Awareness (Beta Coefficient: 0.439). It can be concluded that brand awareness significantly affects patient visits to Imunicare. Brand association appears to have the lowest brand equity ranking of the five dimensions.

Keywords - Marketing Strategy; Immunization; Clinic; Vaccination; Brand Equity.

I. INTRODUCTION

Immunization has saved more lives on earth than any other approach in history. Immunization is one of the most effective, efficient innovations in public health. Immunization also provides positive wellbeing, economic, and social benefits indirectly. Nearly 2-3 million child deaths and 600,000 adult deaths are prevented by vaccination on an annual basis globally. Immunization has been shown to boost childhood physical development,

higher educational results, justice, and decrease household expenditure, and reducing poverty. [1]

Regardless of the advantages of vaccines, overall immunization coverage remains to be idle, and far to achieve the 2020 targets for coverage and equity expressed by both the Global Vaccine Action Plan, as well as the Gavi Alliance. [2]. We think that "demand-side" factors have an important role to perform in facilitating fast-track progress. With this purpose to increase demand for vaccination services, and thus increase the number of children vaccinated worldwide, Bio Farma is exploring innovative ideas in the subsequent areas.

Bio Farma has created a new brand name for immunization services called "Imunicare" to help to improve immunization services coverage. Imunicare is a service from Bio Farma Clinic and Immunization Unit that provides reliable services via vaccination and other health care services. Imunicare arises with professional staff, high-level value product, better service quality, and offers educational customer knowledge so that it will provide greater benefit for the patient.



Figure 1 Logo of Imunicare (Establish 2018)

Imunicare has a pleasant environment with a variety of amenities, and the reasonable price would make a visit to Imunicare more enjoyable for customers. Imunicare is dedicated to meeting the vaccination needs of people of all ages, including babies, teenagers, adolescents, adults, and the elderly, as well as for a variety of reasons abroad, including study, traveling, and performing the umrah or Hajj pilgrimage. Imunicare also offers vaccine programs to pregnant women and brides-to-be. Imunicare is a one-stop vaccination center that provides comprehensive vaccination services. Imunicare also offers digital health features to help consumers get better support and have a better experience.

This study aims to discover the main cause of the declining visit trend in the Imunicare consumer segment, and then to evaluate factors that can increase customer visits to Imunicare. We have explored business issues based on the conceptual framework, began with problem identification

than do the business environment analysis, consist internal and external analysis. Both internal analysis and external analysis will be integrated to develop a SWOT analysis for the business unit. From the study we found that the root cause of the declining visit trend in Imunicare consumer segment is there is the limited number of products, place of Imunicare cannot see directly by the customer, low awareness in Imunicare service brand and digital process to need be fixed to improve customer experience process. We have elaborated on one of the key causes of decreasing Imunicare customer visits based on root cause analysis: low awareness of the Imunicare brand.

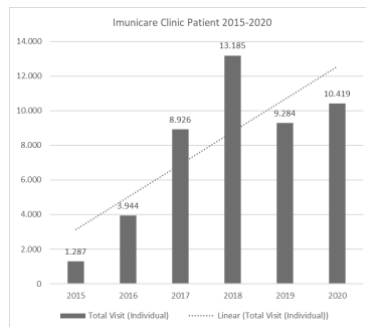


Figure 1. Customer Visit Trend of Imunicare Clinic

II. METHODOLOGY

The most critical element of branding is brand equity, which is a collection of a company's assets and liabilities. [1] It is a mark or name that reduces or increases the importance of a product or service to a company and its customers (Aaker,1996). Aaker defines brand equity as having five dimensions: perceived quality, brand loyalty, brand awareness, brand association, and other proprietary brand properties. Since the last factor has no causal relationship with the consumer, it is not used in marketing research. Furthermore, the dimensions of customer-based brand equity and their relationship with brand equity are based on Aaker's (1996) model of brand equity. [4][5] [6]

According to findings from a previous study of brand equity analysis to increase health-care utilization, there was a link between brand equity and health-care utilization (or, in this case, clinic visit) (Wardhani et al., 2020). [3] According to the report, promotion to establish proximity and a positive impression is needed to improve brand value and increase health-care utilization. Based on this, we developed a study to assess Imunicare's brand equity. [3]

Customer-based brand equity has been widely used by managers and authors as an effective method for tracking the importance of products. To scale consumers, several scales have been developed (for example, Yoo and Donthu and Netemeyer et al). [7] However, due to the dynamic nesting relationship between master brands and their sub-

brands, no scale has ever been created to quantify brands and brand portfolios. As a result of the lack of a CBBE scale for evaluating brand portfolios, efforts to manage brand portfolios effectively and efficiently may be limited. Dr. Wang and Dr. Adam Finn conducted studies to try to fill in all the gaps. The Generalizability Hypothesis, an innovative research theory, has been developed to investigate the CBBE of brand portfolios and their products. To assess brand portfolios, they use a multidimensional scale that includes brand awareness, brand associations, brand loyalty, perceived quality, and uniqueness. [8]

III. RESULTS

After gaining a comprehensive understanding of the topic, the study moves on to develop a research model and hypotheses. The study model is built using variables that have been used in previous studies in the same field. Brand Awareness, Brand association, Brand loyalty, Perceived quality, and Uniqueness are the latent variables that can be used to assess brand equity, according to the literature review.

Figure 1. Conceptual Model of Brand Equity that affect customer visit.

In recent study, Author was conducted online survey that took place on 1-31 December 2020. Total 481 respondents from various city completed the survey.

Table 1. Dimension of Imunicare Brand Equity measurement

Code	Variable	Question	Source
AW	Brand Awareness	AW1: Saya pernah mendengar brand Imunicare	Aaker
		AW2: Saya mengetahui adanya brand Imunicare.	Yoo and Donthu
		AW3: Jika mencari layanan vaksinasi, Imunicare merupakan merek yang pertama kali yang Saya cari.	Netemeyer et al
BA	Brand Association	BA1: Saya memiliki gambaran jelas tentang tipe orang yang berkunjung ke Imunicare	Aaker
		BA2: Saya dapat memberikan gambaran brand Imunicare secara cepat.	Yoo and Donthu
		BA3: Imunicare merupakan brand yang sangat disukai.	Aaker
BL	Brand Loyalty	BL1: Saya merekomendasikan imunicare kepada orang lain	Aaker
		BL2: Imunicare merupakan pilihan pertama saya untuk vaksinasi.	Yoo and Donthu
		BL3: Jika saya melakukan vaksinasi kembali, saya akan mengunjungi Imunicare.	Netemeyer et al
PQ	Perceived Quality	PQ1: Kualitas layanan imunicare saat ini sangat tinggi.	Netemeyer et al
		PQ2: Saya mempersepsikan	Erdem and

UN	Uniqueness	Imunicare sebagai layanan vaksinasi berkualitas tinggi	swalt
		PQ3: Imunicare sangat bisa diandalkan sebagai layanan Imunisasi.	Netemeyer et al
		UN1: Brand Imunicare sangat BEDA dengan brand layanan vaksinasi yang lain.	Aaker
		UN2: Brand imunicare sangat UNIK dari brand layanan vaksinasi yang lain.	Netemeyer et al

Gender, age, monthly spending, and work data are also collected by the authors. All sociodemographic data will be used in this study, except for employment, which would be analyzed further later.

Table 2. Imunicare Brand Equity Model Equation

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
Model		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1,501	,019		78,909	,000	1,464	1,538
	Brand Awareness	,220	,033	,439	6,675	,000	,155	,284
	Brand Association	,039	,038	,078	1,018	,309	-,036	,114
	Brand Loyalty	,061	,040	,122	1,538	,125	-,017	,139
	Perceived Quality	,060	,042	,121	1,440	,150	-,022	,143
	Uniqueness	-,106	,035	-,212	-2,990	,003	-,176	-,036

a. Dependent Variable: Brand Equity

The 14 objects in the brand assessment instrument captured the five dimensions (that is, brand awareness, brand associations, brand loyalty, perceived quality, and uniqueness). These items were selected from existing scales mentioned in the Appendix. All the things were positively phrased and scored on a five-point Likert scale ranging from "strongly disagree" (one) to "strongly agree" (five).

Table 3. Imunicare brand equity variable measurement

Variable	N	Mean	Std Deviation
Brand Awareness	481	4,11	0,1644
Brand Associations	481	3,72	0,1332
Brand Loyalty	481	4,05	0,095
Perceived Quality	481	4,13	0,0808
Uniqueness	481	3,96	0,0212
Brand Equity	481	3,99	0,178

Brand association appears to have the lowest brand equity ranking of the three dimensions, according to customers.

IV. DISCUSSION

The process of constructing a powerful brand image in the eyes of the customer is known as brand association. People must be able to associate something positive with Imunicare brand to be more valuable. Brand association is effective because it sends a relevant message to Imunicare consumers by associating Imunicare with items they care about.

A positive brand association helps Imunicare achieve support and disallows a competitor's ability to gain support. If the service that the brand represents is robust, marketable, and attractive, positive brand associations are created. Customers must be convinced that the brand has the features and qualities that meet their requirements. Customers would have a favorable view of the commodity because of this.

Imunicare will gain insight into which aspect of their strategy can be leveraged to improve Imunicare Brand Equity based on the findings of this report. Researchers hope that by taking this approach, Imunicare will be able to have more patients in the future.

This research has some limitation that can address in future research. First limitation, is sample of Imunicare customer, that only asses for Imunicare Bandung. It will likely to be necessary to provide data from Imunicare from other cities in Indonesia. Second is methodology to measure brand equity. Development of measurement of brand in marketing area will be help to gain better insight for researcher and managers.

V. CONCLUSION

There are five dimension that we use to measure brand equity for Imunicare in this study, Brand Awareness, Brand Association, Brand Loyalty, Perceived Quality, and Uniqueness. The highest factor that influences brand equity of Imunicare was brand Awareness (Beta Coefficient: 0.439). It can be concluded that brand awareness significantly affects patient visits to Imunicare. Brand association appears to have the lowest brand equity ranking of the five dimensions.

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