

## The Influence of Service Quality, Brand Image and Promotion on Purchase Decision at MCU Eka Hospital

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**Abstract:** This study aims to determine the effect of service quality, brand image and promotion of purchasing decisions at MCU Eka Hospital. The research design used was quantitative and descriptive. The study population included 396 service users of MCU Eka Hospital. The sample size is 76 respondents by using purposive sample method. The research data was collected by distributing questionnaires to obtain the required data. Data testing techniques include instrument test and classical assumption test. Methods of data analysis used are multiple linear regression analysis method, t test, f test, coefficient of determination test (R<sup>2</sup>) and inter-dimensional correlation analysis with the help of SPSS 23.0 for windows program. The results showed that the quality of service, brand image and promotion have a significant positive effect simultaneously to the purchase decision at MCU Eka Hospital. Partially the quality of service has a significant positive effect on purchasing decision, brand image has a significant positive effect on purchasing decision and promotion have a significant positive effect on purchasing decision. Further research is suggested to add other variables that influence purchasing decisions that have not been used in this study such as price, product and customer relationship management.

**Keywords:** Quality of Service, Brand Image, Promotion, Purchase Decision, MCU, Eka Hospital.

### INTRODUCTION

The growth of hospitals in Indonesia is currently very rapid. This happens because the active of private parties and investors who invest in the establishment of the hospital. Active private and investors get support from the government because of limited government funds for the establishment of hospitals in accordance with community needs. Needs of the community will have shifted hospital, no longer just to serve the sickness of disease that is in suffering, but in suffering from public illness requires hospital in accordance with the desire that is able to meet their comfort and satisfaction.

People with various characteristics are very selective in choosing hospital health services. People will choose the hospitals they see as satisfying them. This is supported by the technology that each hospital has in providing hope for healing to its patients. Each hospital tries to offer its superiority, so that potential patients are interested to use his services.

Eka Hospital is a public private hospital committed to providing quality health services by

dedicated and professional staff, and supported by technology and health facility standards that are in compliance with existing health standards. MCU is a comprehensive health check conducted to detect early symptoms or risk factors of the disease in the body so that it can perform anticipatory steps before the disease arises and develops. MCU activities usually begin with a preliminary examination to find out the patient's medical history. Furthermore, physical examination and supporting in the form of laboratory test (complete blood check, urine, liver function, kidney function, heart function, cholesterol, blood sugar) and radiology (photo chest / thorax / rontgen).

Consumers in using MCU services depend on each of the required requirements so as to be different in individual decision making. The purchase decisions by Kotler and Keller [1] are the evaluation stage of consumers forming a preference for the brands in the set of choices. In some cases, consumers can make the decision not to formally evaluate each brand. When viewed in terms of visitors MCU Eka Hospital on three of the last three years (2014-2016) are as follows:

**Table-1: Number of MCU Walk Participants in 2014-2016**

Year	Jan	Feb	Mar	Apr	Mei	Juni	Juli	Aug	Sept	Okt	Nop	Des	Amount
2014	319	354	510	501	409	440	202	219	369	289	292	328	4236
2015	181	189	255	353	310	314	145	338	364	272	258	237	3216
2016	115	402	666	252	232	150	194	270	149	178	160	243	3011

Source: Eka Hospital 2017

Based on the data shows the number of MCU participants walk in the year 2014 -2016 has a downward trend. In 2014, there are 4236 people, 2015 the number of MCU participants walk in as many as 3216 people, in 2016 the number of participants walk in 4006 people, a decrease of 25% is quite meaningful because MCU units are also related to the use of health equipment and hospital facilities, with doctors and be in the spotlight in the patient gained experience in the service at this hospital.

Based on the results of preliminary survey in getting the factors of concern and become a phenomenon where there is not optimal condition Quality of service at MCU Eka Hospital, Not Optimal Brand Image at MCU Eka Hospital and not optimal Promotion at MCU eka Hospital.

Based on the background and problems, the objectives of this research are:

1. Analyzing the effect of Service Quality on Partial Purchase Decision.
2. Analyze the effect of Brand Image on Partial Purchase Decision.
3. Analyzing the influence of Promotion on Partial Buying Decision.
4. Analyzing the influence of Service Quality, Brand Image and Promotion on Purchase Decision simultaneously

## LITERATURE REVIEW

### Service Quality

Good health service quality is one of the most important factors in making purchasing decisions. Companies in marketing their products in addition must have a marketing strategy to achieve its goals must also have a good quality of service also in order to satisfy consumers. In addition, quality of service is also considered as the key to success for the company in order to win the competition with competitors.

Quality of service according to Wykcof in Tjiptono [2] is a dynamic condition that affects products, services, people, processes, and environment that exceed expectations. According to Tjiptono and Chandra [2], there are five dimensions in determining the quality of service or service are: Tangible, Reliability, Responsiveness, Assurance, Empathy.

### Brand Image

A company is said to be successful in giving the brand to a product or service it is seen from how the company is imaging the brand in the consumer mind.

Companies always think that brand image is important to the survival of the company. It is useful to position the company, product, market and customer relationship. Most consumers always assume that when a company has a good brand image then the product is a quality product.

Kotler and Keller [1] define "Brand image is how consumer perceptions perceive or appraise (brand) a company actually, as reflected in associations that occur in consumer memory." According to Ali Hasan [3], Brand Image or brand image is a series tangible and intangible nature, such as ideas, beliefs, values, interests, and features that make it unique. According to him, visually and collectively, a brand image must represent all internal and external characteristics that can influence how a brand is perceived by a target market or customer.

Dimensions that determine Brand image are: Attributes, there is something attached to a brand such as expensive goods, good quality, durable, not fade etc. Benefit, said attributes interpreted as functional and emotional benefits long term term can be said functional benefit, while This valuable item, can be interpreted as emotional benefit, the important thing is, let it expensive but very profitable. Values, Expensive goods have a high value for the user, because it can raise prestige, prestige, Comfort, and safety. Culture, this cultural problem, which impressive, famous, efficient, always buy high quality goods. Personality, showing or giving a certain personality impression, for example buying a Mercedes car, or Rolex watches create a distinctive impression for the user. User gives the impression that the majority of users of the product are people of a certain social class.

### Promotions

Enterprises to introduce products to the market that is done promotion strategy. The concept used to introduce the product is promotion mix, the activities that combine the benefits of products and persuade consumers to buy [5].

According to Simamora [4], promotion is any form of communication used to inform (to inform), persuade (persuade) or remind people about the products produced by the organization, individuals, or household. Meanwhile, according to Tjiptono [2], the essence of promotion is a form of marketing communications, which in intent with marketing communications is a marketing activity that seeks to disseminate information, influence / persuade, and / or

mengingat target market of the company and its products to be willing to accept, buy, and loyal to the product offered by the company concerned. The dimensions that determine the Promotion are: Advertising, Sales Promotion, Public Relations, Personal Selling, Direct Marketing.

**Purchasing decisions**

Purchasing decisions are individual activities that are directly involved in making decisions to make purchases of products offered by the seller. Schiffman and Kanuk in Sangadji [6], defines decisions as selection of an action from two or more alternative options. A consumer who wants to choose must have an alternative choice. A decision with no choice is called "Hobson's Choice". While Kotler and Keller [7] argue that in the evaluation phase of consumers form a preference for the brands that exist within the collection of choices.

According to Kotler and Keller [8], for consumers actually purchasing is not just an action, but consists of several actions that include decisions about the product, brand, quantity, seller and time and method of payment. So it can be concluded that the dimensions of the purchasing decision are as follows: Brand Selection, Purchase Amount, Channel Choice Distribution, Purchase Time, Purchase Method

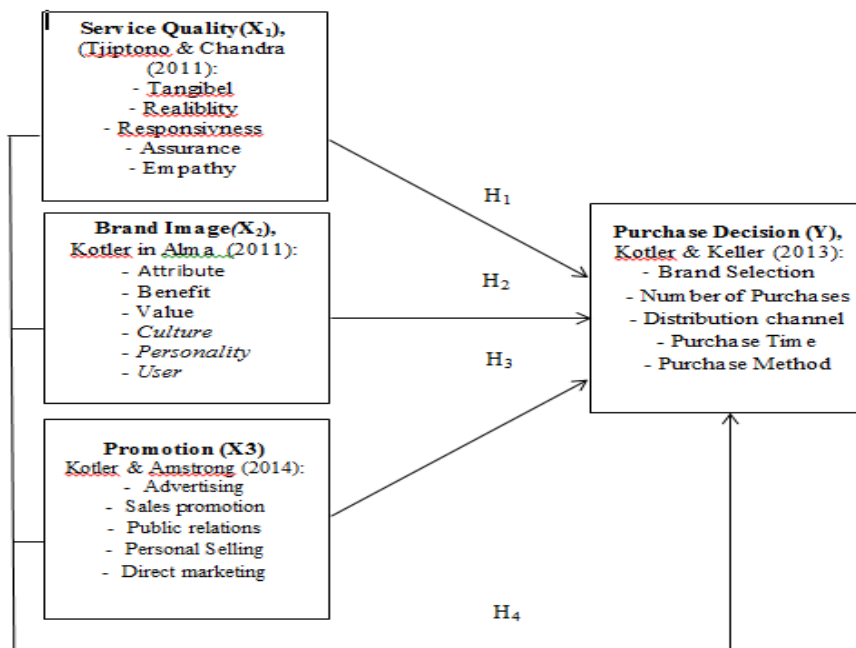
**Conceptual Framework**

Quality of service, Brand Image and Promotion are very important in determining purchasing decisions. Previous research has stated that

brand image and service quality have a positive effect on purchasing decision that is in Ni Kadek Ayu MariniSarasdiyanti I GPB research. Sasrawan Mananda I Wayan Suardana, Journal IPTA ISSN: 2338-8633 Vol. 4No. 2, 2016, Brand image has a positive effect on purchasing decisions. Perceptions of service quality have a positive effect on purchase decision. Brand image and perception of service quality have a positive and significant effect to purchasing decision with value of F arithmetic 119,337.

Ali, Hapzi, *et al.*, [9] Quality of Service and Brand / Institution image have positive and significant influence to Customer Satisfaction either partially or simultaneously. Cyntia Novyanti Masiruw, Lotje Kawet, Yantje Uhing. EMBA Journal Vol.3 No.3 Sept. 2015, pp. 1023-1031, 1. Simultaneously the quality of service and brand image has a significant effect on purchasing decisions. 2. Quality of Service partially significant effect on purchase decision variables. 3. Partially brand image variable influence influence the purchase decision variable.

Sri Rahayu [10] I (1) the influence of promotion on tourists' satisfaction is not significant. (2) Service quality has significant effect on tourists' satisfaction. (3) Brand image has significant effect on tourists' satisfaction. (4) Promotion, service quality, and brand image influence simultaneously to tourists' satisfaction. (5) Promotion, tourist satisfaction, and brand image influence simultaneously to tourists' loyalty. (6) Tourists' satisfaction has a significant effect on loyalty.



**Fig-1: Conceptual Framework**

### Research Hypothesis

Based on the research hypothesis research objectives are:

- H1. Service Quality affects partial purchasing decisions.
- H2. Brand Image has an effect on partial purchasing decisions.
- H3. Promotion affects partial purchasing decisions.
- H4. Quality of service, brand image and promotion affect the purchase decision simultaneously.

### METHODS

This research uses survey research method with quantitative approach which involves theory, empirical evidence, facts and reality with emphasis on finding structural model (path) relation between variables studied. According to [11] Survey research is a study conducted by collecting information from a sample through questionnaires or interviews to describe various aspects of the population to be studied.

### Research Variables / Phenomena to be observed

Variables is a concept of attributes or properties contained in the subject of research that can vary both quantitatively and qualitatively. Variable of research is object in a research that influence a research. Variables used in this research are as follows: 1) Independent variable (free), Sanusi [12] suggests that the independent variable is a variable that affects other variables. The independent variables in this study are Service Quality (X1), Brand Image (X2) and Promotion (X3); 2) The dependent variable (bound), according to Sanusi [12] dependent variable or dependent variable is the variable that is influenced by other variables. The dependent variable in this research is Purchasing Decision at MCU Eka Hospital (Y).

The population in this research is the average of MCU participants walk in at Eka Hospital that is 318 people. The selected sample is based on random sampling. That is, random sampling so that all members of the population have equal opportunity or opportunity to be selected as a member of the sample on the grounds that the entire population has the same characteristics [11]. The number of samples using the Slovin formula [13], with sample size of 76 people.

To get good quality results and good results should be done if the series of research should be good as well. Mature planning is absolutely necessary, then the tools used should also be in good condition. Therefore, often before the research carried out, first done research testing tools used first. This is done so that the data obtained is valid and reliable.

Validity test is used to measure the validity or validity of a questionnaire. The basis of decision making in this test according to Sanusi [12] is:

- If the r value of the calculated result is greater than the r value in the table of the specified alpha, then

it is concluded that the item of question or statement is valid.

- If the r value of the calculated result is smaller than the r value in the table on the specified alpha, then the question or statement item is invalid.

Test Reliability is a tool to measure a questionnaire that is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if one's answer to a question is consistent or stable over time. Questionnaire items are said to be reliable (feasible) if Cronbach's  $\alpha > 0.70$  and is said to be unreliable if Cronbach's  $\alpha < 0.70$  [14]. To obtain more accurate results in multiple regression analysis then tested the classical assumption so that the results obtained is a regression equation that has properties Best Linear Unbiased Estimator (BLUE).

Normality Test, According to Ghozali [14], normality test aims whether in the regression model the dependent variable (bound) and independent variable (free) have contribution or not. A good regression model is normal or near normal distribution data, to detect normality can be done by looking at the spread of data (dots) on the diagonal axis of the graph. Basic decision-making normality of data that is if data spreads around diagonal line and follow diagonal line direction hence regression fulfill normality and vice versa.

Multicollinearity test aims to test whether the data in the regression model found correlation between independent variables one with other independent variables [14]. The basis for the decision is the VIF limit is 10 and the TV limit is 0.1. VIF value greater than 10 and TV value less than 0.1 then there is multicollinearity.

Heteroscedasticity test aims to test whether in the regression model there is a variance inequality of the residual one observation to another observation. A good regression model is homoscedasticity or does not occur heteroscedasticity [14]. As according to Ghozali [14] basic analysis to detect the presence or absence of Heteroscedasticity can be known as follows.

- If there is a certain pattern, such as the points that exist form a certain pattern regular (wavy, widened then narrowed), then there has been Heteroscedasticity.
- If there is no clear pattern, and the points spread above and below the zero on the Y axis, there is no heteroscedasticity.

Multiple Linear Regression Analysis is a regression analysis technique that can be used to estimate / predict the dependent value based on the value of independent variable (independent) known [12]. Multiple linear regression equation is done to see the influence of service quality, brand image, and promotion of purchase decisions at MCU Eka Hospital. Data analysis using Software Statistical Package for Social Science (SPSS).

The form of equation used as follows:  $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$

Where Y is the Purchase Decision variable,  $\beta_1$ ,  $\beta_2$  and  $\beta_3$  the variable coefficient of service quality (X1) Brand Image (X2) and Promotion (X3). Data analysis tool of SPSS application program version 23.0. Kemudian analysis continued with analysis of determination analysis test (R Square), partial test hypothesis (t test) and simultaneously (test F) with 5 percent error tolerance level.

**RESULT AND DISCUSSION**

**Description of Respondents Answers**

Based on the respondent's answer can be given picture or description related to the variables that focus the discussion. Where the description can be described as follows.

- Based on the average and percentage value for the variable The highest purchase decision percentage of the brand selection dimension of 81%. this can give a picture of the patient MCU Eka Hospital is very concerned and give priority to the famous Hospital, quality and reliable in checking and doing health.
- Based on the average and percentage of values for the highest Quality of Service variables on the tangible dimension and the 81% responsiveness. . The high average value on the tangible dimension and responsiveness can be interpreted that the patient MCU Eka Hospitalsangat wanted real manifestation of the speed and good response on MCU Eka hospital services in handling and providing solutions of complaints of patients in treating and examining health.
- Based on the average and percentage of values for the highest Brand Image variable in the attribute dimension of 82.8%. The high average value on the dimension can be interpreted that Patient MCU Eka

Hospital very chose the famous hospital in checking and taking care of his health.

- Based on the average and percentage of values for the highest Promotion variables on the sales promotion dimension of 80.4%. MCU Eka Hospital managed to do a direct promotion in attracting public interest in doing medical check up at Eka Hospital.

A good multiple-linear regression equation model that can be passed to the next analysis is those that meet the requirements of classical assumptions, including all normal distributed data, the model must be free of heteroscedasticity and no correlation between independent variables. The following will explain the results of the classical assumption test.

The result of normality test of regression model shows that residual value in normal distribution model, It is proved from significant value equal to 0200 bigger than 0,05 so concluded normal distribution data.

The result of multicollinearity test shows that tolerance value is greater than 0.1 and VIF value of no variable exceeds 10, hence can be concluded that there is no multicollinearity between variables. The result of heteroscedasticity test seen spots with pattern spread randomly on the position above and below number 0 on Y axis, so it can be said there is no symptoms of heteroscedasticity.

Based on the testing of several assumptions that have been done proved that the equation model proposed in this study has met the requirements of the classical assumption so that the equation model in this study is considered good.

**Result of multiple linier Regression Analyst**

**Tabel-2: Multiple of linier Regression Analyst**

Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	.046	.366	
	X1_Quality_Service	.298	.139	.265
	X2_Brand_Image	.289	.118	.315
	X3_Promotions	.411	.112	.343

a. Dependent Variable: Y\_Purchasing\_Decisions

Source: primary data processed 2017 research in though (2017)

Regression model formed is an equation that shows the direction of the relationship and the influence of each independent variable to the dependent variable. Based on regression test results in Table-1, the regression model that is formed is:  $Y = 0.046 + 0.298X_1 + 0.289X_2 + 0.411X_3$ .

The explanation of the regression model can be described as follows:

- From the above equation it is found that the purchase decision, if there is no or not influenced X1, X2 and X3 or equal to zero then Purchase decision is equal to 0.046 or equal to 4.6%.
- If there is an increase / increase in the Quality of Service Variables (X1) in 1 unit then it is estimated



that there will be an increase in Purchase decision of 0.298 (29.8%). Variable Quality of Service (X1) in this study has a positive influence on purchasing decisions. If service quality is improved then purchase decision at MCU Eka Hospital will increase.

- If there is an increase / increase in Brand Image Variable (X2) in 1 unit then it is predicted that there will be an increase in Purchase decision by 0.289 (28.9%). Variable
- Brand Image (X2) in this study has a positive influence on purchasing decisions. If Brand Image is improved then the purchase decision at MCU Eka Hospital will increase.
- If there is an increase / increase of Promotion Variables (X3) in 1 unit then there will be an

increase in Purchase decision of 0.411 (41.1%). Variable Promotion (X3) in this research has a positive influence on Purchase Decision. If Promotion is upgraded then, The purchase decision at MCU Eka Hospital will increase.

**Results of Coefficient of Determination Analysis**

The magnitude of the coefficient of determination (R<sup>2</sup>) shows how much the proportion of changes in the independent variables is able to explain the variation of the dependent variable changes. The greater the value of the coefficient of determination indicates that the independent variables used as predictors of the value of the dependent variable have higher prediction accuracy.

**Tabel-3: Coefficient of Determnation (R<sup>2</sup>)**

Model Summary <sup>b</sup>			
Model	R	R Square	Adjusted R Square
1	.721 <sup>a</sup>	.520	.500
Predictors: (Constant), X3_Promotion X1_service_Quality, X2_Brand_Image Dependent Variable: Y_Purchasing_Decisions			

Source: primary data research processed (2017)

The test results in Table-2, obtained the value of determination coefficient of 0.520. This result indicates that independent variable of Quality of Service, Brand Image and Promotion able to explain dependent variable (Purchasing Decision) equal to 52% while the rest equal to 48% explained by other variable outside this research model.

Hypothesis test is used to test the hypothesis of partial and simultaneous influence of independent variable to dependent variable. Based on multiple linear regression coefficients with SPSS 23.0 program obtained results such as Table-3. The test results in

Table-2, obtained the value of determination coefficient of 0.520. This result indicates that independent variable of Quality of Service, Brand Image and Promotion able to explain dependent variable (Purchasing Decision) equal to 52% while the rest equal to 48% explained by other variable outside this research model.

Hypothesis test is used to test the hypothesis of partial and simultaneous influence of independent variable to dependent variable. Based on multiple linear regression coefficients with SPSS 23.0 program obtained results such as Table 3 below:

**Tabel-4: Result of t-test**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.046	.366		.126	.900
	X1_Service_quality	.298	.139	.265	2.144	.035
	X2_Brand_Image	.289	.118	.315	2.462	.016
	X3_Promotion	.411	.112	.343	3.667	.000

a. Dependent Variable: Y\_purchasing decisions

Source: primary data processed 2017 research in though (2017)

- Partial test results (Test-t) are obtained as follows: Variable Quality of Service (X1) The result of t test with t count 2,144 is bigger than from t table 1,993 and value of Sig 0.035 smaller than 0.05 so it can be concluded that Service Quality have positive and significant effect to Purchasing Decision at MCU Eka Hospital, then the first hypothesis is

acceptable.

- Variable Brand Images (X2) The result of t test with t count 2,462 is bigger than from t table equal to 1,993 and Sig 0.016 is smaller than 0.05, so it can be concluded that Brand Images have positive and significant effect on purchasing decision at MCU Eka Hospital, then the second hypothesis is

acceptable.

- Promotion Variable (X3) Result of t-test with t count equal to 3,677 bigger than from t table equal to 1,993 and value of Sig 0.000 less than 0,05, so it

can be concluded that Promotion have positive and significant effect to purchasing decision at MCU Eka Hospital, then the third hypothesis is acceptable.

**Tabel-5: Result of F Test**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	15.021	3	5.007	26.035	.000 <sup>b</sup>
	Residual	13.847	72	.192		
	Total	28.869	75			
a. Dependent Variable: Y_Purchasing _ decisions						
b. Predictors: (Constant), X3_Promotion , X1_service_ qualityX2_Brand_Image						

Source: primary data processed 2017 research in though (2017)

**Simultaneous test results (Test F) are obtained as follows:**

Test Result F count is 26,035 bigger than F Table-2,730 and p value is 0.000 smaller than 5% significance level ( $\alpha = 0.05$ ), it shows that Quality of Service, Brand Image and Promotion influence simultaneously to Purchasing Decision Patient MCU Eka Hospital, then the forth hypothesis is acceptable.

Based on the result of determination analysis that Purchase Decision influenced by many factors, apart from variable of Quality of Service, Brand Image and Promotion. The results of this study in line and strengthen the previous research in which:

- Product, Price and Distribution Channel have positive and significant effect to Purchase Decision either partially or simultaneously on Mandiri e-Cash [15];
- Quality of Service, Brand Image and Promotion have positive and significant effect on Purchase Decision either partially or simultaneously at PT. Hartekprima Listrindo Jakarta [16].
- Brand Image, Brand Awareness and Price have positive and significant influence on Purchase Decision either partially or simultaneously, SMECO Indonesia SME Case Study Case [17].

**DISCUSSION**

**Influence of Service Quality to Purchase Decision of Patient MCU Eka Hospital**

This research shows the result that Service Quality have a significant positive effect on Purchasing Decision in Patient MCU Eka Hospital. This shows that MCU Eka Hospital should further improve the quality of service. Emphaty has the highest value / strongest relationship compared to other dimension to the time of purchase at MCU Eka Hospital, this is because it is possible the regular packages of MCU in Eka Hospital to be modified according to the condition of the MCU patient which is a less favorable examination condition patient or uncomfortable for the patient may be replaced by another equivalent examination, according to the patient's convenience, where MCU packages are usually not exchangeable by another inspection when

performed elsewhere. MCU purchase time associated with patient comfort in conducting the examination can be adjusted, because MCU Eka Hospital understands that to check the health needed time and patient comfort. In Eka Hospital regular inspection time can be modified according to the condition of the patient, whether it is in speed or done according to the time desired by the patient.

The results of this study are in line with the results of research conducted by Vincent & Soltes [18], Yuliana & Suprihadi [19], Firdausy & Idawati [20] and Junio Andretti *et al.*, [21] where the results of research quality of service influence on decision purchase. On the other hand, research is not in accordance with research conducted by Hartono & Nikijiluw [22] where the results of his research quality of service has no effect on purchasing decisions.

**The Influence of Brand Image on Purchase Decision of Patient MCU Eka Hospital**

This study shows the result that Brand Image has a significant positive effect on Purchasing Decision Patient MCU Eka Hospital. This is because Eka Hospital is a quality hospital and prioritizes patient safety and comfort, Eka Hospital is also an international class hospital, this is proven by having passed International accreditation (JCI). Therefore, every patient who visits treatment to Eka Hospital feels that have got international standard service, there is a certainty about the handling of patient condition in Eka Hospital. The visiting patients for their Eka Hospital health check-ups are part of a classy society because the dominance of visitors is with the most up-and-coming S1 and, at a steady age, with employment in the private sector, which is generally an international company or a large national private enterprise. Patients MCU Eka Hospital chose to check their health with the reliability and responsiveness of MCU Eka Hospital officers in the appropriate visiting arrangements and desired patient.

The results of this study are in line with the results of research conducted by Bob Foster [23], Arslan [24], Yuliana & Suprihadi [19], Soltani *et al.*, [25], Hartono & Nikijiluw [22].

### **Influence of Promotion on Purchase Decision Patient MCU Eka Hospital**

This research shows that Promotion has a significant positive effect on Purchasing Decision Patient MCU Eka Hospital. This is caused because Eka Hospital Advertising is done by using all the existing promotional media, be it print, elektronik or digital / internet, as well as outdoor and indoor promotional media, Eka Hospital marketing unit actively marketing MCU both inside and outside the House pain, periodically but continuously in offering benefit either voucher or discount which attract consumer interest. The marketing unit of MCU Eka Hospital actively organizes health education activities, as well as talkshows in hospitals, offices and other public places in an event, or talkshows on television. The Ela Hospital website and social media actively serve the questions and respond to the curiosity of consumers in improving their health. The marketing unit also actively cooperates in events organized by event organizers and opens the hospital booth to offer services at Eka Hospital including MCU service.

The results of this study are in line with the results of research conducted by Andretti *et al.*, [21], on the contrary, the results of the study are not in accordance with Firdausy & Idawatti [20] where the results of his research indicate that promotion has no effect on purchasing decisions.

### **Influence Service quality, Brand Image and Promotion Against Purchase Decision**

Research shows that the influence of service quality, Brand Image and Promotion simultaneously have a positive and significant effect on purchasing decision of MCU Eka Hospital. This is because Brand Image Eka Hospital that has been proven objectively with the achievement of accreditation both nationally and internationally consecutively since the operation of Eka Hospital, is supported by a strong desire to serve the correct standard, where patient's comfort and comfort are prioritized, providing the best medical services supported by the best quality of services of the best and modern medical instruments, professional doctors, employees who work sincerely and wholeheartedly, where customer satisfaction is to be their satisfaction as well. MCU Eka Hospital is committed to provide guarantees to check accuracy and certainty of MCU results to customers after checking is already known by customers of MCU Eka Hospital. Having a Brand Image and Quality of such a service is supported by a continuous Promotion, undertaken to maintain public trust and maintain the reputation of the Hospital. Promotions are also made for publications and customer relationships, which keeps buying at MCU Eka Hospital.

The results of this study are in line with the results of research conducted by Bambang Dwi Hartono and Johny Edward Patterson [22] stated that Brand

Image, Service Quality and Marketing Communications influence simultaneously to Purchase Decision. Brand Image partially affects Purchase Decision. Service Quality has no effect on Purchase Decision. Marketing Communications has an effect on Purchase Decision

### **CONSLUSION AND SUGESTION**

#### **Conclusion**

Based on the results of validity and reliability test indicates that the data obtained from the respondent is valid and reliable so that it meets the requirements for further analysis. The result of classical assumption test also shows that the regression research model requirement has been fulfilled with normal distributed data, no multicollinearity symptoms and no symptoms of heterokedastisitas. Based on the results and discussion of research on the influence of Service Quality, Brand Image and Promotion of Purchasing Decision at MCU Eka Hospital can be concluded:

- 1) Quality of Service has a positive and significant influence on purchasing decisions at MCU Eka Hospital. Therefore, to improve the purchase decision of MCU Eka hospital patients is important to note the quality of this service. Patients pay attention to what types of checks are available at MCU Eka Hospital and how sophisticated medical devices are available at MCU Eka Hospital, constantly improving the ability of MCU employees to serve customers, where employees can identify customer needs and be able to tailor customer desires along with appropriate time settings for customer comfort, attention to the accuracy and accuracy of MCU examination results, how they are treated during MCU, in the end how the MCU results can convince them how far their health level.
- 2) Brand Image has a positive and significant influence on purchasing decisions at MCU Eka Hospital. Excellence service Eka Hospital, continuity in the plenary graduation on the national and international accreditation remains in the reach. Keeping Brand Image Eka Hospital more famous for its commitment as a leading healthcare provider network and proving the great name of Eka Hospital is important to do continuously and continuously.
- 3) Promotion has a positive and significant influence on purchasing decisions at MCU Eka Hospital. Promotion that has been done can be done in a fairly effective value, as evidenced by the results of research that states have a positive and significant influence. Therefore, promotional efforts can be run still and increased in an effort to improve the decision to buy patients MCU Eka Hospital. A direct selling approach which is part of strengthening the promotion effect on purchasing decisions such as actively cooperating with event



organizers, visiting partner companies, visits to officials who are Eka Hospital's customers.

- 4) Quality of service, Brand Image and promotion simultaneously have a positive and significant influence on MCU Eka Hospital. Brand Image Eka Hospital that has been proven objectively with the achievement of accreditation both nationally and internationally consecutively since the operation of Eka Hospital, is supported by a strong desire to serve the correct standard, where patient's comfort and comfort are preferred, the determination to provide medical services the best is supported by the quality of service that is the best and modern medical instruments, professional doctors, employees who work sincerely and wholeheartedly, where customer satisfaction is to be their satisfaction as well. MCU Eka Hospital is committed to provide guarantees to check accuracy and certainty of MCU results to customers after checking is already known by customers of MCU Eka Hospital. Having a Brand Image and Quality of such a service is supported by a continuous Promotion, undertaken to maintain public trust and maintain the reputation of the Hospital.

Brand Image has a positive and significant influence on purchasing decisions at MCU Eka Hospital. Excellence service Eka Hospital, continuity in the plenary graduation on the national and international accreditation remains in the reach. Keeping Brand Image Eka Hospital more famous for its commitment as a leading healthcare provider network and proving the great name of Eka Hospital is important to do continuously and continuously.

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### Suggestion

To improve the Purchasing Decision at MCU Eka Hospital then the things that need attention are:

- 1) Quality of service needs to be paid attention to improve confidence and decision of patient in doing MCU at Eka Hospital. The addition and enhancement of medical assets in order to increase tangible factors, improving human resource skills, good communication between officers and patients to capture the needs of patients undergoing MCU or ensuring accurate MCU results need to be upgraded and guarded.
- 2) Efforts Brand Image Eka Hospital needs to continue to be developed widely, through education-educated to the public, both through print and electronic media and social media. Especially for social media, it is important to be in the fore because in addition to its coverage and spread more widespread, it also has characteristics in accordance with its era (culture gen Y), more personal (Facebook, Instagram, Twitter) and more personal.
- 3) Conduct promotions by enhancing cooperation with other organizations to improve health education, enhance cooperation with event organizers for more MCU offerings to the community, make visits to partner companies and uninvolved companies. Public health education to the public, to convince the public to maintain health so do MCU at Eka Hospital.

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