The Effect of Product Knowledge, Perceived Benefit and Hospital Brand Image on Patient Decisions to Undergo Eracs (Case Study on ERACS Patients at RSIA Puri Betik Hati)

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Abstract

ERACS or Enhanced Recovery After Caesarean Surgery is a caesarean section delivery with a special method to help speed up the recovery process. ERACS is a service for mothers who want to give birth that has many benefits, both during labor and postpartum. But unfortunately, there are still many patients who do not know well about the benefits of ERACS or about ERACS itself. This problem is also faced by Puri Betik Hospital. Therefore, this study was conducted to find out how product knowledge, perceived benefits and hospital brand image can influence patient decisions to undergo ERACS at RSIA Puri Betik. This research is included in the type of quantitative research, with the number of samples set at 249 respondents, the data collection technique used is a questionnaire and the data analysis technique used is PLS-SEM. The results showed that all independent variables in this study, namely product knowledge, perceived benefits and hospital brand image, significantly influenced ERACS patient decisions at RSIA Puri Betik.

Keywords: product knowledge, perceived benefit, hospital brand image, patient decision, ERACS.

INTRODUCTION

The health of mothers and babies after childbirth is one of the benchmarks for assessing the level of community welfare in a country, especially health welfare (Solihah et al., 2021). To assess the quality of health services for mothers and babies after childbirth, indicators such as the number of maternal deaths is often used. The number of maternal deaths in Indonesia is still relatively high, even at the level of countries in the Southeast Asian region, Indonesia occupies the second and third positions in the category of countries with the highest number of maternal deaths (Nursanti et al., 2022).

One of the main factors for the high number of maternal deaths in Indonesia is health problems after childbirth, especially bleeding, infection and postpartum complications (Musfirowati, 2021). Therefore, the postpartum recovery phase is one of the factors that must be considered so that the mother's physical and mental condition can recover quickly and return to normal conditions as before giving birth. One method or concept developed to help postpartum mothers through caesarean section is ERACS (Enhanced Recovery After Caesarean Surgery), a medical concept that combines various medical aspects for perioperative care that has been proven to accelerate healing and reduce the risk of complications for mothers (Ituk & Habib, 2018). In ERACS, hospitals or medical personnel provide evaluation, diagnosis, information support, rehabilitation and clinical evaluation from preoperative to postoperative stages, especially to ensure that patients are able to

accelerate their healing period after caesarean section (Nurhayati & Nadjib, 2023). This ERACS method has the advantage of minimal pain and very fast recovery so that the LOS or long of stay of the patient can be shortened to 2 days of treatment compared to the usual caesarean method which takes 4 days.

ERACS is a development of the Enhanced Recovery After Surgery (ERAS) method, which was first introduced by Kehlet in 1997 and used to shorten the length of hospital stay in sigmoid resection patients. ERAS is a multidisciplinary approach to optimize perioperative management and surgical outcomes. ERAS aims to reduce the surgical stress response, improve functional recovery, and accelerate recovery ERACS is a development of ERAS that is specifically delivered or aimed at post-cesarean delivery patients. Although ERACS provides many benefits to patients, in reality in Indonesia, the implementation of ERAS is still quite behind compared to other surgical subspecialists, where the application of ERAS in obstetrics tends to be slower to be accepted.

Product knowledge is various forms of knowledge or memories of a consumer of information related to a specific product, which is stored in the memory or mind of the consumer (Elsya & Indriyani, 2020). Then, perceived benefit is a perception or view of a consumer of how much benefit from purchasing and using a product or service (Fahlevi et al., 2023). Meanwhile, according to Sukawati (2021), hospital brand image is an accumulation of a patient's perceptions, views, impressions or beliefs about the overall services provided by a hospital, which are formed from their personal experiences or from the experiences of others who are shared with them.

Based on the phenomena and problems described in the previous section, the researcher decided to look for the influence of product knowledge, perceived benefits and hospital brand image on patient decisions to seek treatment at RSIA Puri Betik. So that the proposed research title is "The Effect of Product Knowledge, Perceived Benefit and Hospital Brand Image on Patient Decisions to Undergo Treatment, Study on ERACS Patients at RSIA Puri Betik."

METHOD

The method used in this literature is quantitative research with an explanatory approach, which aims to explain the influence between variables. Data were collected using a closed questionnaire given to ERACS patients at Puri Betik Hati Hospital. After the data was collected, the analysis was carried out using the PLS-SEM method to test the relationship and influence between variables. Hypothesis testing is done by checking the T-Statistic and P-Value values, where the effect is considered significant if the T-statistic is greater than the T-Table and the P-Value is less than 0.05. In this way, the study was able to determine the factors that influence patients' decisions in choosing ERACS.

RESULT AND DISCUSSION

The results showed that the variables Product Knowledge, Perceived Benefit, and Hospital Brand Image have a significant influence on the patient's decision to undergo ERACS at RSIA Puri Betik Hati. Based on PLS-SEM analysis, the Path Coefficient for the product knowledge variable shows a strong positive influence, which means that the higher the patient's level of knowledge about ERACS, the more likely they are to decide to undergo this procedure. Similarly, the perceived benefit and hospital brand image variables also show a positive influence, confirming that perceived benefits and hospital image play an important role in patient decision-making. This result is supported by the T-Statistic value that exceeds the critical value and the P-Value that is smaller than 0.05 so that all hypotheses are accepted.

In further discussion, it can be stated that increasing patient knowledge about ERACS needs to be provided thoroughly, including benefits and procedures, so that patients feel

confident and comfortable carrying out this procedure. In addition, a positive image of the hospital can also increase patient trust and preference. To support this explanation, a table displaying the results of the path coefficient, T-Statistic, and P-Value of each variable is helpful. A path diagram can also be used to visualize the relationship between variables and the strength of their influence.

Table 1. Path Coefficient Test

Hypothesis	Original Sample	T-Statistic		P-Value		Interpretation
H1: Product Knowledge → Patient Decision	0.328	2.558		0.005		Accepted
H2: Perceived Benefit → Patient Decision	0.302	2.217	> 1.655	0.013	< 0.05	Accepted
H3: Hospital Brand Image → Patient Decision	0.204	1.791		0.037		Accepted

The results of the Path Coefficient calculation above found that the first hypothesis, namely product knowledge has a significant and positive effect on patient decisions, is accepted. Because it is found that the P-value is lower than 0.05 and the T-statistic value is greater than 1.65, so it can be proven that there is a significant effect. While the direction is found to be positive because the Original Sample value of 0.328 is between 0 and 1. This value can be interpreted that if there is an increase in product knowledge by one unit, the patient's decision will also increase by 0.328, but on the contrary, if there is a decrease in product knowledge by one unit, the patient's decision will also decrease by 0.328.

The second hypothesis, namely perceived benefits have a significant and positive effect on patient decisions is accepted. Because it is found that the P-value is lower than 0.05 and the T-statistic value is greater than 1.65, so it can be proven that there is a significant effect. While the direction is found to be positive because the Original Sample value of 0.302 is between 0 and 1. This value can be interpreted that if there is an increase in perceived benefit by one unit, the patient's decision will also increase by 0.302, but conversely if there is a decrease in perceived benefit by one unit, the patient's decision will also decrease by 0.302.

The third hypothesis, namely hospital brand image has a significant and positive effect on patient decisions, is accepted. Because it is found that the P-value is lower than 0.05 and the T-statistic value is greater than 1.65, so it can be proven that there is a significant effect. While the direction is found to be positive because the Original Sample value of 0.204 is between 0 and 1. This value can be interpreted that if there is an increase in hospital brand image by one unit, the patient's decision will also increase by 0.204, but conversely if there is a decrease in hospital brand image by one unit, the patient's decision will also decrease by 0.204.

Theoretically, the greater or higher a patient's knowledge of a health product, the more familiar they will be with the product, which will then strengthen their confidence to make a decision to buy and use the health product (Dewi et al., 2021). Rossenberg et al. (2021) also explained that the higher a patient's knowledge of a health product or service, the greater their involvement in making decisions to obtain or undergo the product or service. Diksen and Husda (2024) also found that a consumer's level of knowledge of a product will contribute directly to their decision to buy and use the product, especially if they feel that the product has benefits or suits their needs.

Practically, ERACS patients at Puri Betik Hospital were found to have a good perception of their product knowledge of ERACS at Puri Betik Hospital, patients were also found to have a positive perception of their decision to undergo ERACS at Puri Betik Hospital. On the product knowledge variable, it was found that ERACS patients at Puri Betik felt that they knew well what ERACS was in general, especially its benefits, advantages and procedures. In addition, patients also know the availability of ERACS at Puri Betik Hospital, the majority of patients also get their knowledge from other patients who have undergone ERACS at Puri Betik Hospital, especially knowledge about the benefits of ERACS. These factors help build a positive perception of the product knowledge variable.

Theoretically, the perceived benefits of a health service from a particular health institution will affect their behavioral intention which is represented by the patient's decision making to undergo health services from that health institution (Habibi et al., 2018). Ulrich et al. (2022) who examined cancer clinical trial patients, found that perceived benefits greatly influence their decision to undergo clinical trials, when patients feel that the benefits, they get are not in accordance with the sacrifices they have to spend or do, these patients will feel reluctant to take part in clinical trials. Another study by Vieira et al. (2022) on patients in Brazil, found that patients tend to take into account the perceived benefits of various medical services offered to them before making a decision to choose medical services that provide more benefits to them than other medical services.

In practical terms, patients were found to have a positive perception of the perceived benefits of ERACS at RSIA Puri Betik. ERACS patients at RSIA Puri Betik felt that it was very easy for them to get information about ERACS at RSIA Puri Betik, especially because of the amount of information available. In addition, patients also feel that ERACS has many benefits for them, namely improving the health conditions of postpartum patients, accelerating their recovery, and reducing risks such as postpartum complications. Patients also assessed that ERACS at RSIA Puri Betik is easy to obtain services and has an affordable price. Assessment of these various factors leads to high positive perceptions from patients towards the perceived benefits of ERACS at RSIA Puri Betik.

Theoretically, branding and image of hospitals play an important role in influencing their behavioral intention, where patients choose to visit or seek health services from hospitals that have a good image in the eyes of the public (Fook et al. 2024). Maulana and Ayuningtias (2023) also explained that the brand image of the hospital has a significant and positive influence in encouraging patients' decisions to choose treatment at certain hospitals, in general patients tend to choose hospitals that have a good image and track record in the eyes of the community. For a patient, as for consumers in general, the brand image of a hospital plays an important role in influencing their decision making to choose that hospital over other hospitals (Sukawati, 2021).

Practically, it was found that patients have a positive perception of the hospital brand image. The positive image was formed because first, patients considered that the facilities owned by RSIA Puri Betik were not only complete but also good, so that they could support ERACS services. Second, patients also assess that the environment at RSIA Puri Betik is comfortable and clean / hygienic, making them like the atmosphere of the environment. Third, patients also assess that the RSIA Puri Betik workforce has good performance so that they are also able to meet their needs well. These factors cause the formation of positive perceptions from patients towards the image of RSIA Puri Betik.

CONCLUSION

Based on the literature, it can be concluded that the Product Knowledge, Perceived Benefit, and Hospital Brand Image factors have a significant influence on the patient's decision

to undergo ERACS at RSIA Puri Betik Hati. The higher the patient's level of knowledge about ERACS, the benefits they perceive, and the positive image of the hospital, the more likely they are to decide to undergo the procedure. This result confirms the important role of education, benefits communication, and hospital image in influencing patient decisions. Therefore, hospital management needs to continuously improve the quality of information and positive image in order to optimally increase patient trust and choice in using services.

In addition, the success in influencing patient decisions also shows that marketing and service strategies that focus on increasing knowledge and positive perceptions are vital. By strengthening the educational aspects of ERACS and building a favorable hospital image, hospitals can increase the level of patient trust and loyalty. Overall, this study illustrates that an in-depth understanding of the key factors that influence patient decision-making is crucial in developing marketing strategies and improving the quality of hospital services in the future.

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