http://ejournal.seaninstitute.or.id/index.php/Ekonomi
Jurnal Ekonomi, Volume 12, No 03, 2023
ISSN: 2301-6280 (print) ISSN: 2721-9879 (online)

THE INFLUENCE OF WORD OF MOUTH, PRICE AND BRAND IMAGE ON PATIENTS' DECISION TO USE SERVICES IN PRACTICE MIDWIFE DEBY

[1]Syi Syi Liani, [2]Dewi Shinta Wulandari
[1,2] Sekolah Tinggi Ilmu Manajemen Sukma Medan

ARTICLEINFO

Keywords:
word of mouth
Price
brand image
patient decision

ABSTRACT

This study aims to determine whether the patient's decision at midwife Deby's practice is influenced by word of mouth, price and brand image. The sample for this study was 240 respondents. Sampling using random sampling is sampling that provides equal opportunity for each member of the population to be sampled. using multiple regression tests to analyze the data and the coefficient of determination (R2) to assess the hypothesis, partial test (t test), and simultaneous test (F test), while data processing using SPSS 22. The results showed that partially word of mouth, price and brand image influences patient's decision to use services at Deby's midwife practice, and simultaneously word of mouth, price and brand image influences patient's decision to use services at Deby's midwife practice

E-mail:
syisyiliani23@gmail.com
dewishin@yahoo.com

1. INTRODUCTION

Marketing basically fulfills the transfer of product ownership or use of services between the needs of society and the needs of other products or services. Marketing plays a similar role in the distribution of services. For example, a company may want to provide information to its marketing staff about potential buyers and the types of services they need so that prospects have potential and generate income for the company. [1]

Marketing has various objectives ranging from attracting new consumers through products or services according to consumer wishes, setting prices that are attractive to consumers, promising superior values and advantages of products or services, distributing products or services easily, to promoting products and services effectively. as well as attracting in the hope of maintaining existing customer loyalty while still holding to the principle of customer satisfaction and at the same time being able to bring in new customers through this promotion. [2]

To achieve business success and know the target market well enough and ensure profits from a sustainable business, companies must understand the basic concepts of the marketing mix and its expansion, so that the company will achieve financial success for the business being run. Important factors in marketing mix,product,price,place,promotion,people, process,physical evidance[3]

Research conducted by [4]with the title " *The effect of price and Word Of Mouth on purchasing decisions in a case study on students of Muhamdiyah University of North Sumatra"* The effect of price and Word Of Mouth on purchasing decisions in a case study on students of Muhamdiyah University of North Sumatra

2. LITERATURE REVIEW

Word Of Mouth

According to [5] word of mouth is a communication made by customers about their experience in using a product or service to others so that they have indirectly carried out promotions that can attract the interest of other consumers.is an activity to provide assessment information or views on a product of goods and services to the closest people whether the product or service is suitable for consumption or not for other potential consumers.[6]Positive word of mouth is The process of spreading information by word of mouth based on a positive experience with a product, service, or company is known as positive word of mouth. Throughout this word-of-mouth campaign, one is bound to encourage others to take advantage of the product.[7]

Price

Consumers often agree to pay high prices to obtain goods or services. Price is the amount that must be paid by buyers to be able to enjoy goods or services that have been used.Prices on products or services also have a major impact on marketing strategies, because prices can affect sales and demand for products in goods or services [3]. Price is a measure or medium of exchange in order to obtain and use a product or service [8]

Brand image

Brand image is a collection of thoughts related to a particular brand. A brand can give consumers and customers a sense of how the product is perceived. Consequently, a brand will succeed if it can communicate client feedback to the product company.[9]

Purchasing Decision

A purchase decision is when a person chooses between two options, buying or not buying, and then decides to buy. At this point, they are in a position to make a statement. Usually, a person buys a product after seeing friends, family, or maybe someone else who already has the product they need and want. Therefore, friends, family members, and others can help anyone who wants to buy something or has something they want and need [10]. Purchase decision is a stage of the buyer's decision process, which is when consumers actually buy goods or services where consumers know the problem, find information about certain products or services and also evaluate how well each alternative can solve the problem which then leads to a purchase decision.[11]

3. METHOD

The questionnaire in this study was given to 600 patient as respondents, this study used quantitative descriptive analysis methods. There were four questionnaire instruments in this study, word of mouth,price,brand image and patient decision.

This research was conducted at the deby midwife practice on patients who visited the deby midwife practice from February 2023 to May 2023.the location of the study was carried out at the deby midwife practice on Jalan Garu 1 No.99, Medan Amplas District.

The research sample was taken using the Slovin technique with the following formula:

$n = \frac{N}{1+Ne^2}$

Information:

n : Number of Samples
N : Population Size
e : Estimated Error rate 5%

$N = \frac{600}{1+600\,(0,05)^2}$

$= \frac{600}{1+600(0,0025)^2}$

$= \frac{600}{0,5}$

$= \frac{600}{1,5}$

$= 240$

With a population of 600 people and an estimated error rate of 5%, The sample size in this research is 240 people.

Types of Research Data

Primary data sources were obtained from observation and data from filling out questionnaires on patients who visited Deby's midwife practice. Secondary data obtained from research and literature studies

Table 1. Operational Definition of Research Variables

Variable	Definition	Indicator	Size
Word Of Mouth (X1)	According to word of mouth is a communication made by customers about their experience in using a product or service to others so that they have indirectly carried out promotions that can attract the interest	1. Talkers 2. Topics 3. Tools 4. Talking 5. Tracing [12]	Likert

	of other consumers [5]		
Price (X2)	Price is the amount that must be paid by buyers to be able to enjoy goods or services that have been used.Prices on products or services also have a big impact on marketing strategies, because prices can affect sales and demand for products on goods or service [3]	1. Benefits or utility of price 2. Product comparison with alternative products 3. Financial compliance [13]	Likert
Brand Image (X3)	Brand image is a form of brand identity for a product offered to customers that can distinguish a product from competitors' products[14]	1. Strength 2. Uniqueness 3. Favorite [15]	Likert
Purchasing Decision (Y)	A purchase decision is when a person chooses between two options, buying or not buying, and then decides to buy. At this point, they are in a position to make a statement.[10]	1. Product Selection 2. Brand Selection 3. Reseller selection 4. Time of Purchase 5. Number of Products 6. Payment Methods [15]	Likert

Measurement Scale

The scale used in this measurement is the Likert scale. To reduce the impact of bias and the occurrence of concentration of data during analysis, the scale used can be seen in the following table:

Table 2. Measurement Scale

No	Question	Score
1	Disagree Strongly (STS)	1
2	Disagreed (TS)	2
3	Nutral(N)	3
4	Agreed (S)	4
5	Totally Agreed (ST)	5

Data Analysis Techniques

Process the data results in this study using validity and reliability analysis test, results of multiple linear regression tests, determination coefficiency (R2), simultaneous tests (f tests), and persial tests (t-tests). While the software used to process data is spss 22.

Hypothesis test

1. Koefisien Determinasi (R^2)

The magnitude of the model's capabilities to explain the dependent variable is essentially measured by the coefficient of determination (R2). The higher the value of the coefficient of determining (close to one), the bigger the effect of the independent variable (X) on the dependent variable (Y). If the coefficient is known and it is known how much influence the independent variable has on the dependent variable, then the coefficient of determination (kd) is used with the following formula :

$$Kd = r^2 \times 100\%$$

Information:
Kd = coefficient of determination or how far the change in variable Y is used by variable X.
r^2 = Square of the correlation coefficient

2. Simultaneous Test (F test)

To test the hypothesis of this research, a simultaneous test (F test) is used, this test is carried out to see the influence of service quality and emotional proximity on simultaneous loyalty, the test was carried out at a 95% confidence level or an error rate of α = 0.05 (5%), with the following criteria :

1. If $F_{calculate} \leq F_{table}$, then H_0 is accepted H_1 is rejected, meaning that simultaneously this study has no effect
2. If $F_{calculate} > F_{table}$, then H_0 is rejected H_1 is accepted, meaning that simultaneously this study has an effect

http://ejournal.seaninstitute.or.id/index.php/Ekonomi
Jurnal Ekonomi, Volume 12, No 03, 2023
ISSN: 2301-6280 (print) ISSN: 2721-9879 (online)

3. Partial Test (t-test)

A Partial test (t-test) aims to see the influence of service quality and emotional closeness on client loyalty, with the criteria:

1. If $F_{calculate} \leq F_{table}$, then H_0 is accepted H_1 is rejected, meaning that partially this study has no effect
2. If $F_{calculate} > F_{table}$, then H_0 is rejected H_1 is accepted, meaning that partially this study has an effect

Conduct a t-test to test the effect of each independent variable with the following hypothesis :

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r2}}$$

Information:
r = Pearson correlations found
n = Number of samples
t = $t_{calculate}$ which is then consulted with t_{table}

Conceptual framework

Based on the description above, the research framework can be built as follows :

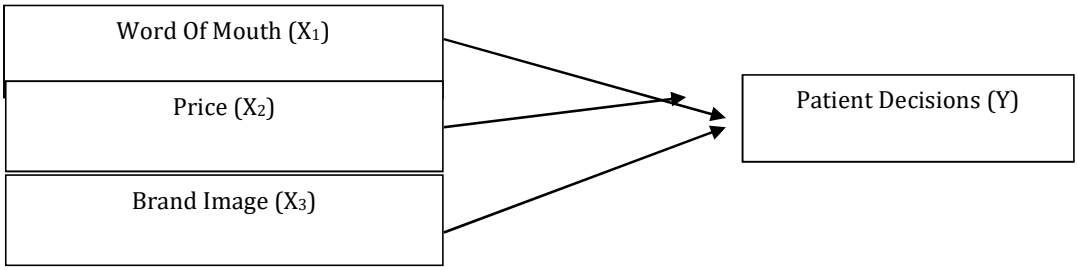

Figure 2. research framework

The effect of a partially independent variable on the dependent variable

4. RESULT AND DISCUSSION

Validity and Reliability Test Results

a. Validity Test

A validity test is used to see the validity of the instrument used in the study. The instrument is said to be valid if $r_{count} > r_{table}$. The results of the validity of each research variable statement are as follows :

Table 3. validity test

Variabel	Instruments	Value Validity		Conclusion
		r_{hitung}	r_{tabel}	
Word Of Mouth (X1)	XI.1	0,637	0,126	Valid
	X1.2	0,725	0,126	Valid
	X1.3	0,755	0,126	Valid
	X.1.4	0,668	0,126	Valid
	X.1.5	0,697	0,126	Valid
Price (X2)	X2.1	0,665	0,126	Valid
	X2.2	0,615	0,126	Valid
	X2.3	0,739	0,126	Valid
	X2.4	0,683	0,126	Valid
Brand Image (X3)	X3.1	0,665	0,126	Valid
	X3.2	0,615	0,126	Valid
	X3.3	0,739	0,126	Valid
	X3.4	0,683	0,126	Valid
Patient Decision (Y)	Y.1	0,647	0,126	Valid
	Y.2	0,608	0,126	Valid
	Y.3	0,624	0,126	Valid
	Y.4	0,608	0,126	Valid
	Y5	0,641	0,126	Valid

The results of the validity test using SPSS when considered each variable instrument Word Of Mouth (X1), Price (X2), Brand Image (X3) and patient decision (Y) have a calculation of 0.126 thus it can be concluded that overall the statement instruments of the four variables are all valid.

b.Reability Test

Reliability tests are carried out to ensure that the instruments used are reliable, consistent and stable if used repeatedly at different times. The instrument is said to have reliable values of cronbach's alpa count > cronbach's alpha tolerance (0.6). The results of reliability testing can be found that:

Table 4. Reliability tests

No	Variabel	Cronbach's Alpha Value	Conclusion
1	Word Of Mouth (X1)	0,719	Reliabel
2	Price (X2)	0,603	Reliabel
3	Brand Image (X3)	0,603	Reliabel
4	Patient Decisions (Y)	0,606	Reliabel

Based on the table of statistical reliability test results above shows that the value of Cronbach's alpha of all variables > 0.6, then the research data is said to be reliable.

Linier Regression Test Results

This test was conducted to determine the effect of Word Of Mouth (X1), Price (X2), and Brand Image (X3) on the decision of Patients (Y) in This test was conducted to determine the effect of Word Of Mouth (X1), Price (X2), and Brand Image (X3) on the decision of Patients (Y) in midwife practice deby

Table 5. Linier Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.229	1.623		1.374	.171
	Word of mouth	.314	.067	.291	4.690	.000
	Price	.474	.076	.340	6.262	.000
	Brand Image	.234	.077	.188	3.031	.003

a. Dependent Variable: Patient Decision

Based on the results of the multiple linear regression test above, the multiple linear regression equation is obtained as follows:

Y= 2.229 + 0,314 + 0,474 + 0,234

In the multiple linear regression model, a constant value of service quality of 2.229 is obtained, meaning that if the independent variables Word Of Mouth (X1), Price (X2), and Brand Image (X3) are 0, then the patient-dependent variable (Y) is 2.229. The regression coefficient of each independent variable is positive, meaning that Word Of Mouth (X1), Price (X2), and Brand Image (X3) can be influenced by patient decisions (Y) in the midwife's practice.

Hypothesis Testing

a. Coefficient of Determination (R2)

The Coefficient of Determination (R2) aims to measure how much the ability of the independent variable in explaining the dependent variable. The value of the coefficient of determination can be seen in the table below:

Table 6. Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.643[a]	.414	.407	1.298	1.181

a. Predictors: (Constant), Brand Image, Price, Word of mouth

b. Dependent Variable: Patient Decision

The value of the Coefficient of Determination (R2) obtained at 0.414 or 41.4% this value shows that the variables Word Of Mouth (X1), price (X2), and brand image (X3) affect patient decisions (Y) in the midwife deby practice

b. Simultaneous Test (Test F)

Table 6. (Test F

1. **ANOVA[a]**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	280.924	3	93.641	55.590	.000[b]
	Residual	397.539	236	1.684		
	Total	678.462	239			

a. Dependent Variable: Patient decision(Y)
b. Predictors: (Constant), Brand Image, Price, Word of mouth

Based on the table, it can be seen that the Fcalculate value is 55.590 > the Ftable value is 2.63 and the significant value is 0.000 < from the alpha value of 0.05. Then the decision taken H0 rejected H1 accepted. The receipt of H1 shows that the independent variables consisting of Word Of Mouth (X1), Price (X2), and Brand Image (X3) are able to explain the dependent variable (Y). Thus the variables of Word Of Mouth (X1), Price (X2), and Brand Image (X3) simultaneously have a positive and significant influence on patient decision(Y) in the midwife's practice.

c.Partial Test (t test)

Table 7. t test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	2.229	1.623		1.374	.171
	Word of mouth	.314	.067	.291	4.690	.000
	Harga	.474	.076	.340	6.262	.000
	Citra Merek	.234	.077	.188	3.031	.003

a. Dependent Variable: Patient Decision

1. The t_{count} value for the variable Word Of Mouth (X1) is 4.690 > table 1.970 and a significant value of 0.000 < from alpha 0.05 then H0 is rejected, H1 is accepted, thus partially the variable Word Of Mouth (X1) has a positive and very significant effect on the patient's decision (Y).
2. The t_{count} value for the price variable (X2) is 6.262 > table is 1.970 and the significant value is 0.000 < of alpha 0.05 then H0 is rejected, H1 is accepted, thus partially the price variable (X2) has a positive and very significant effect on the patient's decision (Y).
3. The t_{count} value for the brand image variable (X3) is 3.031 > table is 1.970 and the significant value is 0.003 < of alpha 0.05 then H0 is rejected, H1 is accepted, thus partially the brand image variable (X3) has a positive and significant effect on the patient's decision (Y).

Discussion

The results of the first hypothesis test showed that the variables Word Of Mouth (X1), price (X2), and brand image (X3) were able to explain the variables that occurred in patient decisions (Y) in the midwife deby practice, evidenced by the value of the coefficient of determination (R2) obtained by 0.414 or 41.4%.

The results of the second hypothesis test showed that the variables Word Of Mouth (X1), price (X2), and brand image (X3) simultaneously had a positive and very significant effect on patient decisions (Y) in the midwife deby practice, evidenced by the Fcalculate value of 55.590 > the Ftable value of 2.63 and a significant value of 0.000 < from the alpha value of 0.05. The results of the study concluded that Word Of Mouth (X1), price (X2), and brand image (X3) had a positive effect on patient decisions (Y). In the

variable section, a discussion will be presented about the results of the analysis that has been carried out. It can be seen that all independent variables are significant to the dependent variable.

5. CONCLUSION

Simultaneously, word of mouth, price and brand image variables have a positive and significant influence on patient decisions at midwife Deby's practice. Partially, word of mouth, price and brand image variables have a positive and significant effect on patient decisions at midwife Deby's practice.

REFERENCES

[1] Mardia, *strategi pemasaran*, 1st ed. medan: yayasan kita menulis, 2021.
[2] Arman, *introduksi manajemen pemasaran*, 1st ed. pagar alam: LD Media, 2022.
[3] tengku firli Musafar, *buku ajar manajemen pemasaran bauran pemasaran sebagai materi pokok dalam manajemen pemasaran*, 1st ed. bandung: cv media sains indonesia, 2020.
[4] H. Saphira and M. Arda, "Pengaruh Harga dan Word of Mouth Terhadap Keputusan Pembelian (Studi Kasus Pada Mahasiswa Universitas Muhammadiyah Sumatera Utara)," 2021, [Online]. Available: http://repository.umsu.ac.id/handle/123456789/16839http://repository.umsu.ac.id/bitstream/handle/123456789/16839/SKRIPSI_HariatiSaphira.pdf?sequence=1.
[5] F. R. Maulana, N. Hasnita, and E. Evriyenni, "Pengaruh Pengetahuan Produk Dan Word of Mouth Terhadap Keputusan Nasabah Memilih Bank Syariah," *JIHBIZ Glob. J. Islam. Bank. Financ.*, vol. 2, no. 2, p. 124, 2020, doi: 10.22373/jihbiz.v2i2.8644.
[6] K. Joesyiana, "Pengaruh Word Of Mouth Terhadap Keputusan Pembelian Konsumen Pada Media Online Shop Shopee Di Pekabaru (Survey pada Mahasiswa Semester VII Jurusan Pendidikan Akuntansi Fakultas Keguruan dan Ilmu Pendidikan Universitas Islam Riau)," *J. Valuta*, vol. Vol. 4, no. 1, pp. 71–85, 2018.
[7] R. Latief, Ed., *No Title*, 1st ed. surabaya: Media Sahabat Cendikia, 2018.
[8] F. Anggraini and A. Budiarti, "Pengaruh Harga, Promosi, dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Dimediasi Kepuasan Pelanggan Pada Konsumen Gojek," *J. Pendidik. Ekon.*, vol. 8, no. 3, pp. 86–94, 2020, doi: 10.26740/jupe.v8n3.p86-94.
[9] G. A. Philip Kotler, *Principles Of Marketing*. 2012.
[10] Dr. Sudaryono, *Manajemen pemasaran : teori & implementasi*. yogyakarta, 2016.
[11] C. M. Gunarsih, J. A. F. Kalangi, and L. F. Tamengkel, "Pengaruh Harga Terhadap Keputusan Pembelian Konsumen Di Toko Pelita Jaya Buyungon Amurang," *Productivity*, vol. 2, no. 1, pp. 69–72, 2021, [Online]. Available: https://ejournal.unsrat.ac.id/index.php/productivity/article/view/32911/31075.
[12] Andy Sernovitz, *Word of Mouth Marketing: How Smart Companies Get People Talking*, 3rd ed. 2012.
[13] F. Tjiptono, *Strategi pemasaran*. yogyakarta: Andi Offset, 2015.
[14] O. F. Pt, K. Wajatama, and O. Steel, "May 2020 Revised: 25," vol. 1, no. 6, pp. 945–967, 2020, doi: 10.31933/DIJEMSS.
[15] K. L. K. Philip Kotler, *Marketing Management*, 15th ed. London : Pearson Education, 2016 Pearson Education, 2016, 2016.