

ABSTRAK

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Pengaruh *Humanizing Brand Experience* terhadap *Hospital Choice Intention* dengan Mediasi *Brand Benevolence*, *Brand Reliability*, *Brand Sincerity*, *Brand Prestige*, dan *Health Literacy* sebagai Variabel Moderasi

(xxii + 267 Halaman + 36 Tabel + 12 Gambar + 6 Lampiran)

Penelitian ini bertujuan menguji pengaruh *humanizing brand experience* terhadap niat pasien memilih Rumah Sakit. *Humanizing brand experience* sebagai variabel independen terdiri dari dimensi *sensorial*, *emotional*, *intellectual*, dan *behavioral*, serta dihubungkan dengan empat variabel mediasi: *brand benevolence*, *brand reliability*, *brand sincerity*, dan *brand prestige*. Adapun variabel moderasi yang mempengaruhi hubungan variabel mediasi dan variabel dependen yaitu *health literacy*. Metode penelitian menggunakan survei dengan kuesioner terstruktur pada pasien Rumah Sakit Swasta tipe C di Bondowoso, Jember, Lumajang, Banyuwangi, Jombang, dan Surabaya. Data dikumpulkan pada Maret-April 2024 yang mana diperoleh 307 responden melalui *purposive sampling*. Analisis data menggunakan *Partial Least Square-Structural Equation Modelling* (PLS-SEM). Hasil penelitian menunjukkan adanya pengaruh yang signifikan dan positif pada variabel independen terhadap semua variabel mediasi. Pengaruh terbesar ada pada hubungan antara *humanizing brand experience* dengan *brand reliability*. Demikian pula dengan variabel *brand benevolence*, *brand reliability*, *brand prestige* mempunyai pengaruh yang signifikan dan positif terhadap *hospital choice intention*. Sedangkan *brand sincerity* tidak dapat berperan sebagai mediator antara *humanizing brand experience* terhadap *hospital choice intention*. Sedangkan moderator *health literacy*, tidak mempengaruhi secara signifikan hubungan antara *brand benevolence*, *brand reliability*, dan *brand prestige* dengan *hospital choice intention*. Sedangkan hubungan antara *brand sincerity* dengan *hospital choice intention*, signifikan negatif. Model penelitian ini diketahui telah mempunyai kemampuan explanatori dan prediksi yang memadai, serta dapat memberikan saran bagi manajemen Rumah Sakit dalam hal menjaga keberlangsungan Rumah Sakit.

Referensi: 244 (1977-2024)

Kata kunci: *Humanizing brand experience*, *brand benevolence*, *brand reliability*, *brand sincerity*, *brand prestige*, *health literacy*, *hospital choice intention*.

ABSTRACT

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The Influence of Humanizing Brand Experience on Hospital Choice Intention with the Mediation of Brand Benevolence, Brand Reliability, Brand Sincerity, Brand Prestige, and Health Literacy as Moderating Variables

(xxii + 267 Pages + 36 Tables + 12 Figures + 6 Appendices)

This research aims to examine the influence of humanizing brand experience on patients' intentions to choose a hospital. Humanizing brand experience as an independent variable consists of sensorial, emotional, intellectual, and behavioral dimensions and is connected to four mediating variables: brand benevolence, brand reliability, brand sincerity, and brand prestige. Health literacy is the moderating variable that influences the relationship between the mediating variable and the dependent variable. The research method used a survey with a structured questionnaire on patients at type C private hospitals in Bondowoso, Jember, Lumajang, Banyuwangi, Jombang and Surabaya. Data was collected in March-April 2024, where 307 respondents were obtained through purposive sampling. Data analysis uses Partial Least Square-Structural Equation Modeling (PLS-SEM). The research results show that there is a significant and positive influence on the independent variables on all mediating variables. The biggest influence is on the relationship between humanizing brand experience and brand reliability. Likewise, the variables brand benevolence, brand reliability, and brand prestige significantly and positively influence hospital choice intention. Meanwhile, brand sincerity cannot act as a mediator between humanizing brand experience and hospital choice intention. Meanwhile, the health literacy moderator does not significantly influence the relationship between brand benevolence, brand reliability, and brand prestige with hospital choice intention. Meanwhile, the relationship between brand sincerity and hospital choice intention is significantly negative. This research model is known to have adequate explanatory and predictive capabilities and can provide suggestions for hospital management in terms of maintaining hospital sustainability.

References: 244 (1977-2024)

Key Word: Humanizing brand experience, brand benevolence, brand reliability, brand sincerity, brand prestige, health literacy, hospital choice intention.