

Brand love Toward Brand Loyalty of Telehealth Application's

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Abstract : *The Covid-19 pandemic has underscored the critical role of telehealth services in healthcare delivery, particularly in minimizing the risk of cross-contamination from close contact. Proactively integrating telehealth services, rather than relying on reactive measures, is likely to provide substantial long-term benefits and assist with daily healthcare challenges and emergencies. This study aims to identify the factors that affect the loyalty of telehealth service users, focusing on brand experience, brand love, brand trust, and brand equity. The study utilized a sample of 110 respondents, selected through purposive sampling, requiring participants to have used a telehealth application at least once. Data analysis was conducted using the Structural Equation Model (SEM) with Partial Least Square (PLS) methodology, utilizing SmartPLS 3.0 software. Findings from the study reveal that brand experience, brand love, brand trust, and brand equity all have a positive and significant impact on brand loyalty among telehealth application users.*

Keywords: *covid-19, telehealth, brand experience, brand love, brand trust, brand equity, brand loyalty*

Abstraksi : *Pandemi Covid-19 telah menegaskan peran penting layanan telehealth dalam pemberian layanan kesehatan, khususnya dalam meminimalkan risiko kontaminasi silang dari kontak dekat. Mengintegrasikan layanan telehealth secara proaktif, dibandingkan mengandalkan tindakan reaktif, kemungkinan besar akan memberikan manfaat jangka panjang yang besar dan membantu mengatasi tantangan dan keadaan darurat layanan kesehatan sehari-hari. Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang mempengaruhi loyalitas pengguna layanan telehealth dengan fokus pada brand experience, brand love, brand trust, dan brand equity. Penelitian ini menggunakan sampel sebanyak 110 responden yang dipilih melalui purposive sampling, yang mengharuskan partisipan telah menggunakan aplikasi telehealth minimal satu kali. Analisis data dilakukan dengan menggunakan Structural Equation Model (SEM) dengan metodologi Partial Least Square (PLS), memanfaatkan software SmartPLS 3.0. Temuan dari penelitian mengungkapkan bahwa pengalaman merek, kecintaan merek, kepercayaan merek, dan ekuitas merek semuanya memiliki dampak positif dan signifikan terhadap loyalitas merek di kalangan pengguna aplikasi telehealth.*

Kata Kunci: *Covid-19, Telehealth, Pengalaman merek, Kecintaan merek, Kepercayaan merek, Ekuitas merek, Loyalitas merek*

INTRODUCTION

The Covid-19 pandemic has greatly affected individuals with pre-existing health conditions, often leaving them unsupported due to the reduction in routine healthcare services (Brown et al., 2021). Currently, the community places a strong emphasis on the quality of healthcare services. In today's era, technology plays a crucial role (Maddulety et al., 2017), becoming a prominent topic in

information systems research and attracting the interest of scholars from various fields (Muslichah et al., 2018). Amid the Covid-19 pandemic, numerous technologies, including telehealth, are being utilized to mitigate the risks and effects of the disease. Telehealth has gained widespread use due to its effectiveness and safety in delivering healthcare services during the pandemic (Garfan et al., 2021). Indonesia is an

archipelagic country which has an impact on the difficulty of reaching access to health services in some outer and border areas. This condition causes a weak level of public awareness about health. Telehealth as a solution in overcoming the distribution of health services in Indonesia (Istifada et al., 2017). The Ministry of Health has agreed to work with 11 Indonesian healthtech startups to provide telemedicine services. These include Alodokter, Getwell, Gooddoctor, Halodoc, Klikdokter, Klinikgo, Linksehat, Milvikdokter, Prosehat, Sehatq, and Yesdok (Asti, 2021).

Things that affect the loyalty of healthcare application users include Brand Experience, Brand Love, trust, and Brand Loyalty. Hwang, Choe, Kim, and Kim (2021) found through their data analysis that the four categories of Brand Experience—sensory, affective, behavioral, and intellectual—contribute to enhancing brand satisfaction. This increased satisfaction positively influences brand attitudes, brand engagement, and brand loyalty. Brand Love is the main mechanism in developing customer behavioral loyalty, as well as Brand trust in shaping their attitude loyalty. Brand love and brand trust have a mediating effect on the relationship between brand experience and brand loyalty (Huang, 2017). A right brand image can affect the intention of buying a product (Huang, 2017). Affective goal images relate to emotions or feelings that are attached to the same thing (Asti, 2021). In addition, consumers develop brand loyalty by creating a positive output of brand equity which positively

raises brand preference over other brands (Sasmita & Mohd Suki, 2015).

LITERATURE REVIEW

Telehealth

Telehealth is an interactive service for patients delivered via telephone or video. During the COVID-19 pandemic, most patients and providers could access telehealth services even when they were at home or in other non-clinical locations (Folk et al., 2021). The term Telehealth refers to all activities undertaken to provide remote care without direct physical contact with patients. Telehealth includes provider-to-patient and provider-to-provider communications, and can take place synchronously via telephone and video, asynchronous (patient portal messaging, e-consult), and via virtual agents (chatbots) and wearables (Wosik et al., 2020).

Variables

Brand Experience

Brand experience refers to the subjective internal responses of consumers triggered by brand-related stimuli during their interaction with a brand (de Kerviler & Rodriguez, 2019). Essentially, it encompasses various factors that shape customer attitudes toward a product, service, or company, including purchase experience, post-purchase service, consumer satisfaction, and behavioral responses (Yasin et al., 2020). Brand experience captures emotional, cognitive, social, and

physical reactions to a brand (Dwivedi et al., 2018).

For brand managers and marketers, brand experience is a strategic tool to exceed consumer expectations. Positive brand experiences can lead to beneficial behaviors such as increased willingness to pay, loyalty, and repeated purchases (Nikhashemi et al., 2019). Ultimately, positive experiences foster consumer affection for the brand (Prentice et al., 2019). However, brand experiences can also be negative, such as the frustration when a preferred brand is unavailable (Andreini et al., 2019).

Brand Love

Each customer experience is influenced by their emotional connection to a brand, a bond referred to as Brand Love. A profound, enduring, and irreplaceable Brand Love relationship leads to a favorable and biased perception of the brand (Nikhashemi et al., 2019). Brand Love is the key to consumer brand relationship because of its ability to generate higher engagement, satisfaction, perceived value and advocacy. Thus, brand love is one of the most desirable relationships companies want to have with their target consumers (Junaid et al., 2020).

Brand Love refers to the degree to which consumers are passionately and emotionally attached to a brand. It is based on interpersonal love theory and includes passion, declaration of love, and brand attachment, as well as loyalty and positive word of mouth (Kumar et al., 2021). In addition, Brand Love also refers to a positive

and deep emotional attachment between consumers and brands. Studies mainly argue that Brand Love is usually formed after a satisfying and/or pleasant consumption experience is obtained by consumers (Zhang et al., 2020). Previous research has shown that Brand Love is able to strengthen the bonds that exist between consumers and brands, to nurture relationships and to strengthen belief in brands. However, it may also increase brand loyalty and purchase intention (Machado et al., 2019).

Brand Trust

Brand trust is the customer's willingness to have confidence in the reliability and honesty of a particular brand. It is difficult for online stores to reach their potential without gaining the trust of their customers. Previous research has shown that trust can be considered as an important component for online based companies (Khan et al., 2020). Other research shows that trust has an important role in social commerce. Trust can help create a comfortable environment that supports consumer-generated value, such as WOM (Rokhim & Praswati, 2023). It is possible that consumer trust in social media may lead to consumer trust in the social media brand community (Wang et al., 2021). Factors such as customer satisfaction, brand trust, perceived value, and service quality, are critical to the development of brand loyal relationships. Further, we know that trust has many well-established antecedents related to the way consumers engage with the platform (Pagani et al., 2019). Brand trust increases the likelihood that consumers will be able to choose their product. Even if there is a lack of rationality in transactional,

maintenance and trade relationships, suppliers and consumers continue to create long-term relationships (Chae et al., 2020). Several authors emphasize that trust is very important to create effective relationships in marketing (Hasan et al., 2021).

Brand Equity

Brand equity as an intangible brand asset is associated with brand name awareness, brand belief, brand loyalty, perceived brand quality, and favorable brand symbolism and associations that provide a competitive advantage for future earnings (Sun et al., 2021). Ultimately, consumer-based brand equity is based on what consumers feel, see and hear about brands over time and on social media. Brands rest in the minds of consumers (Tran et al., 2020). High brand equity is associated with consumer preferences, purchase intentions, and high stock returns on a brand. Consumer based Brand Equity (CBBE), a way to understand brand equity from a consumer perspective, shows how widely consumers are bound, loyal, and aware of the brands they admire (Zollo et al., 2020). Brand equity consists of brand loyalty and awareness (Susila et al., 2024). Thus, brand loyalty refers to the tendency to be loyal to the focused brand, which is indicated by the intention to buy the brand as the main choice and brand awareness or brand association is the ability for customers to recognize or remember the brand as a member of a particular product category (Xi & Hamari, 2020).

Brand Loyalty

Oliver (1999, p. 34) defines loyalty as “a deeply held commitment to

consistently repurchase or subscribe to a preferred product or service in the future, thereby leading to repeated or same brand purchases, despite situational influences and marketing efforts having the potential to cause switching behavior.” Customer loyalty is defined as the willingness and intention of customers to visit the store in the future and recommend the store to others (Jung et al., 2021). Loyalty is achieved at the intersection of website (application) organization, platform responsiveness and reliability, and customer interactions with peer service providers. In relation to Telehealth services, website design (information design, navigation design, and visual design) has been considered for its impact on trust and satisfaction. Other studies have found that convenience directly increases e-loyalty (Akhmedova et al., 2020). Improving service quality strengthens customer satisfaction, which in turn affects customer loyalty, for example repurchase intentions, word of mouth and recommendations to new customers (Boonlertvanich, 2019). In the end, the higher the loyalty to a brand, the higher repurchase intention, lower brand switching, and higher brand power (Tran et al., 2020).

RESEARCH METHODOLOGY

This research is a type of quantitative research. Quantitative data is data in the form of numbers which are generally collected through structured questions (Hair & Babin, 2018). Quantitative research methods can be defined as research methods based on the philosophy of positivism, used to examine certain populations or samples, collecting data using research instruments, analyzing quantitative or statistical data,

with the aim of testing predetermined hypotheses.

Models and Hypotheses of the Study

Hypotheses of the study

(Song, Wang, & Han, 2019) conducted a study that aims to identify structural associations between image, satisfaction, trust, lovemarks (love and respect for a particular brand) and brand loyalty for branded coffee shops. A total of 401 pieces of data were analyzed through the SPSS and AMOS statistical packages. It was found that customer brand love and respect significantly moderated the relationship between trust and brand loyalty, suggesting that lovemark theory is useful for exploring the development of generating brand loyalty. It also shows that brand image is a useful trigger for satisfaction and trust. In addition, satisfaction affects trust, and brand loyalty and trust are positively related to brand loyalty.

According to (Ong, Lee, & Ramayah, 2018) economic value has moved beyond providing quality services to include distinctive brand experiences. Brand experience is very important in developing brand loyalty and achieving business sustainability. Business performance in particular is influenced by customer loyalty directly through buying behavior, as well as indirectly through attitudes towards a brand. Customers can find different types of experiences with brands through sensation, affection, behavior and intelligence. Therefore, this paper seeks to determine the

relationship between each component of brand experience and actual customer brand loyalty. The findings reveal that different types of brand experiences affect each customer's true brand loyalty differently. Therefore, this study argues that it is important to study the types of experiences that are important to the loyal customer dimension in order to understand consumption behavior. And further can be a research hypothesis, which is a proposed model to search through a critical review for previous research, as in the following figure model:

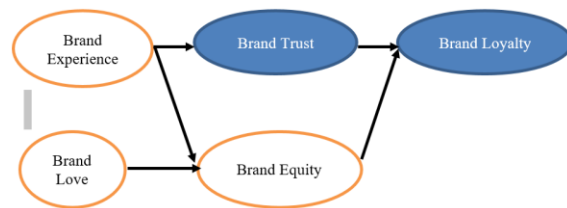


Figure 1.
The Conceptual Framework

In the light of these previous studies being the formulation of the following hypotheses:

- H1:** Brand Experience has a positive effect on Brand Trust
- H2:** Brand Experience has a positive effect on Brand Equity
- H3:** Brand Love has a positive effect on Brand Equity
- H4:** Brand Trust has a positive effect on Brand Loyalty
- H5:** Brand Equity has a positive effect on Brand Loyalty
- H6:** Brand Experience has a positive effect on Brand Loyalty mediated by Brand Trust.

H7: Brand Experience has a positive effect on Brand Loyalty mediated by Brand Equity

H8: Brand Love has a positive effect on Brand Loyalty mediated by Brand Equity

accommodating a wider range of sample sizes and requiring fewer restrictive assumptions about the data (Arnold Japutra & Sebastian Molinillo, 2017).

Profile of Respondents

This table shows the gender distribution of the respondents. Out of 110 respondents, 45 are male, accounting for 40.9% of the total. Meanwhile, 65 respondents are female, representing 59.1% of the total respondents. This indicates that the majority of respondents in this survey are female.

EMPIRICAL RESULT

Descriptive Analysis

This study employed the Structural Equation Model (SEM) using Partial Least Square (PLS) for data analysis. The analysis was conducted with SmartPLS 3.0 software. PLS was selected because it can effectively handle a broader array of issues,

Table 1
Characteristics of Respondents Based on Gender

No.	Gender	Frequency	Percentage (%)
1.	Male	45	40,9%
2.	Female	65	59,1%
	Total	110	100%

Table 2
Characteristics of Respondents by Profession

No	Profession	Frequency	Percentage(%)
1.	Student/student	68	61,8%
2.	Private employees	15	13,6%
3.	Civil servant	3	2,7%
4.	Entrepreneur	13	11,8%
5.	Other	11	10%
	Total	110	100%

Table 4
Characteristics of Respondents Based on Regional Origin

No.	Regional Origin	Frequency	Percentage(%)
1.	Surakarta	14	12,7%
2.	Boyolali	20	18,2%
3.	Sukoharjo	11	10%
4.	Karanganyar	10	9,1%
5.	Wonogiri	4	3,6%
6.	Sragen	5	4,5%
7.	Klaten	46	41,8%
	Total	110	100%

Table 5
Characteristics of respondents based on experience of using telehealth

No.	Experience	Jumlah	Percentage
1.	Never at least once	43	39,1%
2.	More than once	67	60,9%
	Total	110	100%

This survey provides a comprehensive overview of the respondents' demographics, professional backgrounds, regional origins, and experience with telehealth. The majority of respondents are female, accounting for 59.1% of the total, while males make up 40.9%. In terms of profession, a significant portion of the respondents are students (61.8%), followed by private employees (13.6%), entrepreneurs (11.8%), individuals in other professions (10%), and civil servants (2.7%). Regarding regional origin, the largest group of respondents hails from Klaten (41.8%), with notable numbers from Boyolali (18.2%), Surakarta (12.7%), Sukoharjo (10%), Karanganyar (9.1%), Sragen (4.5%), and Wonogiri (3.6%). Additionally, the survey reveals that 60.9% of respondents have used telehealth more than once, while 39.1% have never used it. These findings indicate a diverse respondent base in terms of gender, profession, and regional origin, with a considerable portion having experience with telehealth services.

Validity, Reliability of Scales and Testing of the Hypotheses

The data instrument test used in this study is a validity and reliability test that has

been distributed to 110 respondents using telehealth applications in the Solo Raya area, which will then be analyzed for validity and reliability and the results of the analysis will be used as reference material in obtaining data for analysis. Furthermore, Data analysis was performed using SmartPLS 3.0 software.

Outer Model

The final outer model of this study shows the brand experience variable which is reflected by 4 indicators, brand trust variable which is reflected by 4 indicators, brand love variable which is reflected by 4 indicators, brand equity variable which is reflected by 4 indicators, and brand loyalty variable which is reflected by 3 indicators.

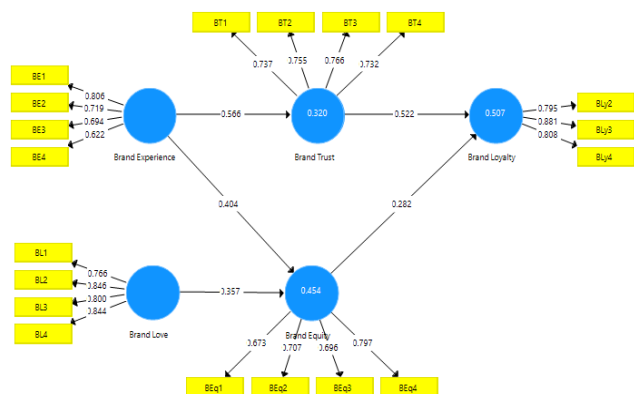


Figure 2.
Outer Model

Praswati, Ningsih

In the PLS SEM analysis there are several stages in the outer model using 4 test criteria, namely testing the validity and reliability of variables by looking at

Convergent Validity, Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) on each variable. The results of the four tests are as follows:

Table 6. results of validity tests and reliability

Variable	Indikator	Outer Loading	Cronbach's Alpha	AVE	CR
Brand Experience	BE1	0,806	0,676	0,509	0,804
	BE2	0,719			
	BE3	0,694			
	BE4	0,622			
Brand Equity	BEq1	0,673	0,688	0,518	0,811
	BEq2	0,707			
	BEq3	0,696			
	BEq4	0,797			
Brand Love	BL1	0,766	0,831	0,663	0,887
	BL2	0,846			
	BL3	0,800			
	BL4	0,844			
Brand Loyalty	BLy2	0,795	0,771	0,687	0,868
	BLy3	0,881			
	BLy4	0,808			
Brand Trust	BT1	0,737	0,739	0,559	0,835
	BT2	0,755			
	BT3	0,766			
	BT4	0,732			

Based on the table, the outer loading values for each variable are greater than 0.7. Some indicators have outer loading values slightly below 0.7 but are still acceptable, such as 0.694 (BE3), 0.622 (BE4), 0.673 (BEq1), and 0.696 (BEq3). The table also indicates that the AVE values for all variables exceed 0.5, demonstrating good discriminant validity.

Furthermore, the composite reliability values for all variables are above 0.7, confirming their reliability. Consistency

of responses is reflected in high Cronbach's alpha values, which should be over 0.7, although values above 0.6 are acceptable (Hair et al., 2006). Cronbach's alpha for brand trust, brand love, and brand loyalty exceeds 0.7, indicating reliability, while brand experience and brand equity, with values over 0.6, are also considered reliable. The multicollinearity test, indicated by VIF values below 3, shows that the model is free from multicollinearity.

Inner Model

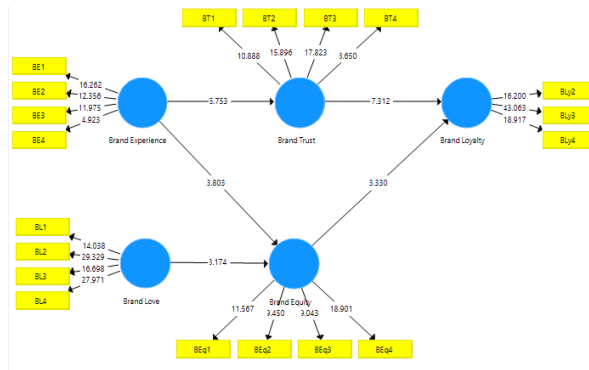


Figure 3. Inner Model

This model presents the results of the path coefficient test, goodness of fit test, and hypothesis testing.

Path Coefficient Test

The path coefficient evaluation assesses the strength of the influence between independent and dependent variables. According to the inner model, the

Table 8. Result of R square

Variable	R square	Adj R Square
Brand Equity	0,454	0,444
Brand Loyalty	0,507	0,498
Brand Trust	0,320	0,314

Based on the table, the impact on the brand equity variable is 0.454, or 45.4%. The brand loyalty variable is influenced by 0.507, or 50.7%, while the brand trust variable has an effect of 0.320, or 32.0%.

The goodness of fit is evaluated using the Q-Square value, which is similar to the coefficient of determination (R-Square) in regression analysis. A higher Q-Square indicates a better fit of the model to the data.

strongest influence is brand trust on brand loyalty, with a path coefficient of 7.312. The second strongest is the influence of brand experience on brand trust at 5.753, followed by the influence of brand experience on brand equity at 3.803. The effect of brand equity on brand loyalty is 3.330, and the smallest influence is brand love on brand equity at 3.174. All variables have positive path coefficients, indicating that higher path coefficient values signify a stronger influence of the independent variable on the dependent variable.

Goodness of Fit Test

The determination coefficient (R-Square) measures how much variance in the dependent variable is explained by the independent variables. The data processed with SmartPLS 3.0 provides the R-Square value.

The calculated Q-Square value is 0.91, indicating that 91% of the data variability is explained by the research model, while the remaining 9% is due to factors outside the model. This high Q-Square value suggests that the model has a good fit.

Hypothesis Test

Direct Effect Test

Based on data processing, the results address the study's hypotheses. Hypothesis testing was conducted by examining P-Values, with hypotheses accepted if P-Values are less than 0.05. This study includes both direct and indirect effects among independent, dependent, and intervening variables. In SmartPLS,

hypothesis testing results are obtained through the path coefficient using the Bootstrapping technique, as follows:

Table 9. Result of Direct Effect Test

Hypothesis Test	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Equity -> Brand Loyalty	0,282	0,290	0,085	3,330	0,001
Brand Experience -> Brand Equity	0,404	0,417	0,106	3,803	0,000
Brand Experience -> Brand Trust	0,566	0,570	0,098	5,753	0,000
Brand Love -> Brand Equity	0,357	0,356	0,113	3,174	0,002
Brand Trust -> Brand Loyalty	0,522	0,523	0,071	7,312	0,000

Based on the table above, it shows that the significance value of the influence of brand equity on brand loyalty is 0.001 or sig < 0.05, which means that there is a significant positive effect of brand equity on brand loyalty. The significance value of the influence of brand experience on brand equity is 0.000 or sig < 0.005, which means that there is a significant positive effect of brand experience on brand equity. The significance value of the influence of brand experience on brand trust is 0.000 or sig < 0.005, which means that there is a significant positive effect of brand experience on brand trust. The significance value of the influence of brand love on brand equity is 0.002 or sig

< 0.005, which means that there is a significant positive effect of brand love on brand equity. The significance value of the influence of brand trust on brand loyalty is 0.000 or sig < 0.005, which means that there is a significant positive effect of brand trust on brand loyalty.

Indirect Effect Test

The results of the indirect effect analysis can be seen from the table Specific Indirect Effect Bootstrapping technique as follows:

Table 10. Result of Indirect Effect Test

Hypotesis Test	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Brand Love -> Brand Equity -> Brand Loyalty	0,101	0,102	0,043	2,329	0,020
Brand Experience -> Brand Trust -> Brand Loyalty	0,295	0,299	0,068	4,342	0,000
Brand Experience -> Brand Equity -> Brand Loyalty	0,114	0,122	0,049	2,317	0,021

Based on the table above, it is known that the significance value of the influence of brand love on brand loyalty mediated by brand equity is 0.020 so it can be said that brand equity mediates the effect of brand love on brand loyalty. The significance value of brand experience on brand loyalty

mediated by brand trust is 0.000 so it can be said that brand trust mediates brand experience on brand loyalty. The significance value of brand experience on brand loyalty mediated by brand equity is 0.021 so it can be said that brand equity mediates brand experience on brand loyalty.

CONCLUSION, COMMENDATION, LIMITATION, AND FUTURE RESEARCH

Conclusion and Recommendation

Based on the detailed analysis and discussion presented in the preceding chapters, several key conclusions emerge from this study. Firstly, brand experience significantly and positively influences both brand trust and brand equity. Secondly, brand love also exhibits a positive and significant impact on brand equity. Thirdly, brand trust plays a crucial role by positively affecting brand loyalty, alongside brand equity which similarly contributes significantly to brand loyalty. Importantly, brand trust and brand equity are found to mediate the relationship between brand experience and brand loyalty, as well as between brand love and brand loyalty.

These findings underscore the importance of enhancing brand experience and cultivating brand love to strengthen brand equity and, consequently, foster greater brand loyalty in telehealth services. As such, companies are encouraged to prioritize improvements in the quality of telehealth services, leveraging these insights to better meet consumer needs and enhance overall satisfaction and loyalty.

Limitation and Future Research

The author acknowledges several limitations inherent in this study. Firstly, the research was confined to a single geographical setting, specifically the Solo Raya area, which may limit the generalizability of findings to other regions. Secondly, the majority of respondents were from the younger generation, potentially skewing perspectives and behaviors compared to older demographics.

In light of these limitations, recommendations for future research include expanding studies to diverse geographical contexts to facilitate comparative analysis across regions. Furthermore, it is suggested that future investigations broaden the scope of the conceptual framework to encompass multiple generations, beyond the predominant focus on the younger consumer segment. These steps would provide a more comprehensive understanding of the dynamics of brand experience, trust, equity, and loyalty in telehealth services across different demographic profiles and geographic locations.

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