THE EFFECT OF RELATIONSHIP AND SENSORIAL EXPERIENCE ON SWITCHING INTENTION ON INPATIENT SERVICES AT THE HOSPITAL FOR MOTHERS AND CHILDREN

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Abstrac

Consumers have relationship and sensorial experience with products / services that tend to use the product / service repeatedly. relationship and sensorial experience that consumers have for products / services can prevent switching intention. The research objective was to determine the effect of relationship and sensorial experience on switching intention on inpatient services at RSIA Puri. This study used a cross sectional quantitative method. The population in this study were all inpatient service consumers who were being treated at RSIA Puri. The total sample size of 78 respondents was determined using purposive sampling technique with inclusion and exclusion criteria. The independent variable is relationship and sensorial experience, the dependent variable is the switching intention behavior of inpatient service consumers at RSIA Puri. Data were analyzed by multiple linear regression. The results of the study simultaneously relationship and sensorial experience have a significant effect on switching intention with ($p < 0.005$), which means that the greater the application of relationship and sensorial experience, the switching intention of inpatient consumers will change. Conclusion This study shows that the relationship and sensorial experience carried out by RSIA Puri affects the switching intention of inpatient consumers at RSIA Puri.

Key word: *Relationship, Sensorial Experience* and Switching Intention

PRELIMINARY

Inpatient services at RSIA Puri have hospital performance efficiency indicators which include bed occupancy rate (BOR), turn over ratio (TOR), average length of stay (ALOS), and bed turn over (BTO) that meet standards. The ideal hospital BOR is 60-80% (Depkes RI, 2005). The annual report of RSIA Puri, it is known that the BOR value of inpatient services at RSIA Puri has increased. An illustration of the increase in BOR for inpatient services at RSIA. The increase in inpatient BOR was quite large in 2016 compared to 2017, from 40% to 52%. The utilization of inpatient services at RSIA Puri is also influenced by the increase in visits by emergency room and outpatient patients. An overview of patient visits at RSIA Puri based on the type of service is presented in table 1.2 (RSIA Puri, 2016, 2017, 2018).

Table 1.1 RSIA Puri Patient Visits Based on Emergency Services, Outpatient and Inpatient Services in 2016 - 2018

Kind of service	Patient Visits		
	2016	2017	2018
ER	160	210	221
Outpatient	3901	4649	7098
Inpatient	879	984	1071

Source: RSIA Puri Annual Report 2016-2018

The increase in the number of visits shows that many people choose RSIA Puri for health services. This is supported by research by Rovitasari (2013) that service users who feel the benefits of using inpatient services at the hospital will recommend to others to get health services at the hospital. The results of unstructured interviews with several inpatients at RSIA Puri in November 2018 revealed that some of the patients who were

being treated at RSIA Puri were patients who had been treated at other hospitals before. This behavior is a form of consumer loyalty that is lacking in a product or service so as to move brands.

Based on the results of an unstructured interview with the head of general administration and finance at RSIA Puri on November 28, 2018 at 10.00, there was a Brand switching for service products produced by RSIA Puri which was greatly influenced by patient perceptions about product quality, comfort in inpatient places, friendliness of health workers and RSIA Puri service rates. These factors cause RSIA Puri patients to switch to other products manufactured by other hospitals (Omarov et al., 2020).

*Brand switching*influenced by several factors, including promotion, product quality and dissatisfaction (Candra, 2014; Omarov et al., 2020). Research conducted by Keaveney (1995) found that the cause of brand switching is due to negative perceptions of product quality, price, dissatisfaction with product performance, services and inadequate convenience at the point of sale as well as physical and psychological barriers to getting the product. Research conducted by Keaveney and Parthasarathy (2001) found that brand switching behavior is due to the previous desire to stop using certain brands and switch to using other brands.

According to Bawanestri, the desire of consumers to stop or switch to using other brands in Kurnia Dewi, et al (2014) is known as switching intention. Switching intention is a tendency of consumer behavior related to the process of switching from one product or service brand to another product or service brand. The amount of intention to switch is closely related to the concept of the desire to behave which is built from previous behavior and consumer attitudes towards products and services from certain brands (Abdurrahman and Suryadi, 2009; Omarov et al., 2020: Prof & Hamid, 2020).

Based on this background, it is the basis for researchers to conduct research entitled the effect of Relationship and Sensorial Experience on switching intention to inpatient services at RSIA Puri.

LITERATURE REVIEW

Consumer behavior

Consumer behavior explains how a person obtains, uses or does not use a product in the form of goods or services from a particular company. Goods and services can be obtained through purchase, exchange (barter), loan or leasing. After consumers get goods or services, they can use them in several ways, namely one time use such as canned drinks or several times such as cell phones. Consumer use can also influence the behavior of others.

Emotianal Barnding

Gobe (2010) defines emotional branding as the concept of creating a brand image that aims to establish a deep emotional relationship between brands and consumers through creative and innovative approaches. The strategy used is to focus on implementing strategies on the most pressing aspects of human character, the desire to obtain material satisfaction, and experiencing emotional fulfillment so as to create a brand that can arouse consumer feelings and emotions, make the brand live for consumers and form deep relationships. as well as durable

The basic concept of the emotional branding process consists of four important variables, namely: relationship, sensorial experience, imagination, and vision. Gobe (2010) states that these four pillars provide a blueprint for a successful emotional branding strategy:

1. *Relationship*

    By cultivating deep relationships and showing respect for the consumer's identity will provide a deep emotional experience. Relationships are key in creating a brand that has a long-term emotional presence in people's lives.

2. *Sensorial Experience*

    The five senses experience experience is a brand creation activity by providing consumer sensory stimulation with the aim of arousing consumer emotions and strengthening the relationship or bond that is getting closer between brands and consumers. The sensory experience can be said to be the first impression that is generated when the consumer's senses come into contact with the product. This experience will be stored in the consumer's memory so as to create a distinctive impression on a brand. Some of the components of sensory experience according to Gobe (2010) include:

    a. Sounds that carry the atmosphere

    b. Hypnotic colors / alluring symbols

    c. Tasty taste

    d. A touching shape

    e. Seductive aroma

3. *Imagination*

    Imagination in brand design is an effort that makes emotional branding come true. Imaginative approaches to product, packaging, retail, advertising and website design allow brands to evoke emotional aspects of consumers.

4. *Vision*

    Vision is a major factor in the success of a brand. Brands develop through a life cycle, and in order to maintain brand presence and brand competence in the market, brands must always be in balance by renewing the brand continuously. Brands are chosen every day based on their emotional relevance to the public and their commitment to quality.

Switching Intention

Switching intention is the level of probability or certainty that consumers will move from the current service provider to another service provider. Factors that influence customer movement are grouped into three categories, namely push factors, pull factors and mooring factors (Bansal, et al, 2005).

RESEARCH METHODS

This study used a quantitative research design with a cross sectional approach to determine the effect of the independent variables, namely relationship and sensorial experience, on the dependent variable, namely the behavior of switching intention of inpatient service consumers at RSIA Puri. The research was conducted at RSIA Puri in February-April 2019.This study used a cross sectional quantitative method. Population includesall inpatient consumers who are being treated at RSIA Puri. The sample used must meet the inclusion and exclusion criteria.The sample size in this study was 78 respondents. The instrument used was a questionnaire.

RESULTS AND DISCUSSION
Result
Respondent Characteristics

Table 1.2. Respondent Characteristics

Gender	F	%
Male	0	0.00%
Women	78	100.00%
Total	78	100.00%
Age	**F**	**%**
≤ 20 years	0	0.00%
21-40	65	83.33%
41-60	13	16.67%
> 60 years	0	0.00%
Total	78	100.00%
Education	**F**	**%**
SD	0	0.00%
Junior High	9	11.54%
High school	28	35.90%
College	41	52.56%
No answer	0	0.00%
Total	78	100.00%
Profession	**F**	**%**
Not Yet / Not Working	0	00.00%
Housewife	27	34.62%
Employees	14	17.95%
College student	0	00.00%
Freelancer	0	00.00%
Retired	0	00.00%
Civil servants	9	11.54%
entrepreneur	28	35.90%
No answer	0	00.00%
Total	78	100.00%
Income	**F**	**%**
<1000000	7	8.97%
1000000-3000000	17	21.79%
3000000-5000000	11	14.10%
> 5000000	43	55.13%
No answer	0	00.00%
Total	78	100.00%
First Hospitalization	**F**	**%**
Yes	56	71.79%
Not	22	28.21%
Total	78	100.00%
Financing	**F**	**%**
JKN / KIS	19	24.36%
General	43	55.13%
Other insurance	16	20.51%
Total	78	100.00%

Table 1.2 shows the results of the study indicate that the respondents involved in the study had interesting characteristics, namely that all of them were female (100.00%), 20-40 years old (83.33%), (52.56%) with an educational background. college, have a job status as an entrepreneur (35.90%). Respondents in this study have an average salary of> 5000000 (55.13%), as big as (55.13%) respondents used public financing in getting services and the first experience of respondents in getting services at RSIA Puri (71.79%).

Classic assumption test

Table 1.3. Classical Assumption Test Results

Sig.	Normality	Heteroscedasticity	Linearity	Multicollinearity
	0.210	X1 = 0.971 X2 = 0.198	X1 = 0.692 X2 = 0.990	Tolerance X1 = 0.498 X2 = 0.498 VIF X1 = 2, 010 X2 = 2, 010

Normality test

The normality assumption test aims to test whether the residual variables in the regression model are normally distributed or not. Based on table 1.3, a significant value <0.05 indicates that the residuals are normally distributed.

Heteroscedasticity Test

The heteroscedasticity assumption is used to determine whether the residuals have a homogeneous (constant) variety or not. From table 1.3 it appears that the two variables do not have heteroscedasticity symptoms because of the Sig. > 0.05. Which means that this regression model is a good regression model because there are no symptoms of heteroscedasticity.

Linearity Test

Linearity test is used for find out whether two variables have a linear or not significant relationship. This test is used as a prerequisite in correlation or linear regression analysis. Table 1.3 shows that the probability value> 0.05, which means that there is a relationship between variable relationship and sensorial experience which is linear

Multicollinearity Test

Multicollinearity testing aims to determine whether there is a relationship between independent variables. In linear regression analysis, no relationship between independent variables is allowed. Multicolonierity testing is done by looking at the Variance Inflation Factor (VIF) value or tolerance for each independent variable. Based on the results in table 1.3, it shows that the variables X1 and X2 produce a VIF value that is smaller than 10 and a tolerance value greater than 0.1. Thus the regression analysis in this study was stated to not contain multicolinear symptoms.

Summary of the Results of Multiple Linear Regression Analysis

Table 1.4. Summary of the Results of Multiple Linear Regression Analysis

Variable	Coefficient	*Standardized Coeffisient*	Tstatistic	Prob
Constant	-4,748		-2,003	0.049

Relationship	0.285	0.394	3,259	0.002
Sensorial Experience	0.464	0.335	2,774	0.007
Fstatistic	= 31,290	Prob	= 0.049	
R-squared	= 0.455	Adj. R-squared	= 0.440	

Source: Primary Data Processed 2020

The amount of contribution of relationship and sensorial experience to switching intention can be seen through the coefficient of determination (Adj R2), which is 0.440. This means contribution*relationship* and sensorial experience with switching intentionamounted to 44.0%. while the remaining 56.0% is a contribution from other variables not discussed in this study.

Discussion

The relationship indicator measures the deep relationship between the hospital and the patient and his family. Relationship can also be measured by respect for the customer's identity so that it is expected to provide a deep emotional experience (Gobe, 2005). Relationship measurement is seen from comfort, assurance, solutions, understanding, alignment, giving respect, not being neglected, conformity to the customer's lifestyle and sincerity. In this study, excellent results were obtained across all items. Respondents felt that the relationship provided by the hospital made them feel at home in the hospital and did not want to move to another hospital. Of all the items, respondents gave the highest score, namelypatients feel secure if they get services at RSIA Puri

Sensorial experience is a brand creation activity by providing five sensory stimuli to customers. Sensorial experience indicators measured in the study include loud noises from other rooms, wall paint color, food taste, inpatient design and smell of inpatient rooms.inpatient design of RSIA Puri this is the main reason respondents choose RSIA Puri if they want to reuse services.

The dependent variable in the study is the switching intention of inpatient consumers at RSIA Puri Malang. Switching intention for inpatient consumers is the desire or intention of consumers to move from RSIA Puri to another hospital when they need inpatient services. This indicator is measured by the item the desire to move to another hospital and the desire to remain treated at RSIA Puri. The results showed the respondents did not want to move to another hospital and still wanted to be treated at RSIA Puri if they wanted to get back services when they were sick

Based on Table 1.4. shows a significant value of 0.000 which means it is smaller than α. So H0 is rejected and indicates that simultaneously relationship and sensorial experience affect switching intention. Table 1.4 shows that the value of R, there is a strong relationship between Relationship and Sensorial Experience and switching intention (0.455). And the value of R square, it is known that 44.0% of switching intention is influenced by relationship and sensorial experience. The rest is influenced by other factors

The results of hypothesis testing show that the relationship and sensorial experience variables together (simultaneously) have an effect on switching intention. Relationship and sensorial experience have a positive impact on switching intention. Switching intention is the tendency of consumer behavior related to the desire to switch from one product / service brand to another product / service brand. The amount of switching intention is closely related to the concept of the desire to behave which is built from previous behavior and consumer attitudes towards products / services from certain brands (Abdurrahman and Suryadi, 2009). Switching intention

behavior is a form of lack of consumer loyalty to a particular product or service brand. Different marketing strategies are needed to maintain consumer loyalty.

One of the new marketing strategies is emotional branding (Gobe, 2010). Emotional branding is an effort to create conditions that can connect products with consumers emotionally. According to Grisaffe and Nguyen (2011), consumers who are emotionally attached are more stable making sacrifices to get services or products from these brands. Stable consumers are expected to be loyal consumers so that there is no desire to move (switching intention) to another hospital.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results and discussion on the effect of relationship and sensorial experience on switching intention of inpatient consumers at RSIA Puri, it can be concluded that the relationship and sensorial experiment variables indicates that the average respondent agrees with all indicators, The relationship and sensorial experience variables together have a significant effect on the switching intention of inpatient customers at RSIA Puri. Partially there is a positive relationship and sensorial experience influence on switching intention. The suggestion that can be given to the hospital is that RSIA Puri needs to improve emotional branding strategies related to relationship and sensorial experience

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