



## Customer Path 5A Relations to the Utilization of Dental and Oral Health Services

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### ABSTRACT

The decrease in outpatient visits at the The Dental and Oral Hospital at RSGM UNIMUS occurred in 2020. The limited number of human resources, restrictions on community activities due to the pandemic, and unstructured marketing activities became obstacles in bringing in patient candidates. The purpose of this study is to analyze the relationship between the paths of customer behavior towards a brand consisting of aware, appeal, ask, act, and advocate for the use of dental and oral health services. This research is an observational quantitative research with a cross sectional approach. The sample in this study were 100 respondents with accidental sampling technique. Data were analyzed using chi-square test. The results showed that there was a relationship between the aspects of aware, appeal, ask, act, and advocate with the use of dental and oral health services with the same p-value of 0.000. It is expected that RSGM UNIMUS can manage marketing activities in a more planned and structured way starting from the design of service flow content and service facilities in a clear and understandable manner, monitoring and periodic evaluation of each uploaded content, establishing collaboration with UNIMUS dental students as a network and strengthening the function of marketing team in increasing cooperation with health insurance to increase patient visits.

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### Kata kunci:

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### ABSTRAK

Penurunan kunjungan rawat jalan di RSGM Unimus terjadi di tahun 2020. Keterbatasan jumlah sumber daya manusia, pembatasan kegiatan masyarakat akibat pandemi, serta kegiatan pemasaran yang belum terstruktur menjadi kendala dalam mendatangkan calon pasien. Tujuan penelitian ini untuk menganalisis hubungan jalur perilaku pelanggan terhadap sebuah *brand* yang terdiri dari *aware*, *appeal*, *ask*, *act*, dan *advocate* terhadap pemanfaatan pelayanan kesehatan gigi dan mulut. Penelitian ini merupakan penelitian kuantitatif observasional dengan pendekatan *cross sectional*. Sampel dalam penelitian ini sebesar 100 responden dengan teknik pengambilan sampel *accidental sampling*. Data dianalisis dengan menggunakan uji *chi-square*. Hasil penelitian menunjukkan terdapat hubungan antara aspek *aware*, *appeal*, *ask*, *act*, dan *advocate* dengan pemanfaatan pelayanan Kesehatan Gigi dan Mulut dengan p-value yang sama yaitu 0,000. Diharapkan RSGM Unimus dapat mengelola kegiatan pemasaran lebih terencana dan terstruktur mulai dari desain konten alur pelayanan dan fasilitas pelayanan secara jelas dan dapat dipahami, monitoring dan evaluasi berkala pada setiap konten yang sudah di upload, menjalin kerjasama mahasiswa kedokteran gigi Unimus sebagai jejaring dan menguatkan fungsi dari tim pemasaran dalam meningkatkan kerjasama dengan asuransi kesehatan untuk meningkatkan kunjungan pasien.

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## INTRODUCTION

The Dental and Oral Hospital of the University of Muhammadiyah Semarang ("RSGM UNIMUS") has been inaugurated since December 12, 2019 (RSGM Unimus, 2021). Based on the Minister of Health Regulation Number 56 of 2014 Dental and Oral Hospital is included in the special hospital section. RSGM UNIMUS was established for the benefit of education and benefit, namely contributing to providing special health services.

Competition that occurs in hospitals that try to offer advantages, so that prospective patients can be interested in using their services. This condition, of course, requires hospital managers to change their perspective, which the hospital is developing into a service industry, which cannot leave the commercial aspect aside from its social role. Marketing activities are needed by every organization or company as the spearhead for their lives (Rahmawati, 2018).

The healthcare industry is entering an era of digital innovation where patients are looking for services that can directly answer their needs because they are limited by their daily activities. Consumers looking for medical information on the internet, 47% seek information about doctors, 38% in hospitals and health facilities, and 77% to book a health check-up schedule. Based on these facts, the hospital management team needs to find out the needs of the target consumer or patient and incorporate it into a digital system (eg ease of access using a smartphone) (Lubis, 2020).

Based on secondary data, it is known that the number of outpatient visits at the RSGM UNIMUS has decreased from 2275 patients in 2019 to 1952 in 2020. Then the number of outpatient visits at the RSGM UNIMUS has increased again in 2021 by 2902. In 2020, Covid-19 cases first appeared in Indonesia and of course had a huge impact on patient visits due to the policy of limiting community activities and strict health protocols. In the midst of the development of Covid-19 cases which continues to increase, hospitals must still provide the best service to customers by utilizing online technology during restrictions on community activities. During the current pandemic, information technology has a very important role as a solution to the Covid-19 pandemic. Because at this time, there are 202 million internet users in Indonesia, and the majority own a smartphone (PERSI, 2020).

The results of the preliminary study found that the marketing activities carried out by the RSGM UNIMUS were not optimal due to the limited number of human resources of the hospital marketing team. In addition, the development of content and information related to the type of service, service facilities, service flow, doctor's practice schedule, collaboration with health insurance, as well as hospital marketing communication facilities (Website, Instagram) have not been planned and have not been evaluated regularly. In addition, the increase in visits in 2021 occurred after the RSGM UNIMUS began collaborating with BPJS Health. Unimus dental students so far have not been managed in a planned manner that can become a community network to attract prospective patients. So far, dental students always bring their prospective patients for educational activities even though the service prices are more affordable than the existing general dentists. This indicates that many people do not know about the existence of RSGM UNIMUS as a dental and oral health service.

In the connectivity era in 2014, individuals are connected to one another so that their buying behavior changes from individual purchasing decisions to community buying decisions. This phenomenon is the background for a marketing expert, Hermawan Kartajaya, who initiated the 5A

customer path consisting of aware, appeal, ask, act, and advocate depicted by people who know, are interested, ask, buy, and recommend a certain brand (Kartajaya, 2015). This concept has the ultimate goal that everyone who knows the existence of a brand will want to buy and eventually recommend the brand to others. The marketing strategy of utilizing information technology during the Covid-19 pandemic in hospitals is a form of advertising and one of the sophisticated communication tools that is able to increase image and create positive image branding and also bring in prospective patients (consumers) (Kartajaya, 2015).

This study aims to analyze the path or stages of customer behavior towards a brand (Customer path 5 A) which consists of aware, appeal, ask, act, and advocate for the use of dental and oral health services at RSGM UNIMUS during the Covid-19 pandemic. Customer path 5 A is a new framework in which a company as a brand is at the level of engagement with its consumers so that it does not only sell as a commodity but how consumers can become loyalists and advocates.

## METHOD

### *Characteristics of participants and research design*

This research is an observational quantitative research with a cross sectional approach. The population of this study were outpatients in general dentistry, prosthodontics, periodontics, conservation, orthodontics, pediatric dentistry, oral disease in 2020 amounting to 2902 patients. The independent variables in this study are aware, appeal, ask, act, and advocate and service utilization as the dependent variable.

### *Sampling procedure*

Sampling in this study using accidental sampling technique. The sample was given a google form link to fill out the questionnaire. Inclusion criteria are patients aged 15 years and over, willing to be respondents, pediatric patients can be represented by parents or their companions.

### *Sample size, power and precision*

The samples in this study were general dental polyclinic, prosthodontics, periodontics, conservation, orthodontics, pediatric dentistry and oral disease at RSGM Unimus in April-May 2022. Calculation of samples using the slovin formula obtained 100 respondents. Data was collected online using a google form which was completed with informed consent and had been tested for validity and reliability.

### *Data analysis*

The data were analyzed univariately to describe the characteristics of respondents and a description of the frequency of the independent and dependent variables. While the bivariate analysis used the chi square test to determine the relationship between aware, appeal, ask, act, and advocate on the use of dental and oral health services at RSGM UNIMUS.

## RESULT AND DISCUSSION

The following is a table of respondent characteristics from outpatients at RSGM UNIMUS.

**Table 1. Frequency Distribution of Respondents Characteristics (N= 100)**

No	Characteristics	F	%
<b>1. Age Category</b>			
	Teenager (17-25 years old)	72	72.0
	Adult (26-45 years old)	21	21.0
	Elderly (>45 years old)	7	7.0
<b>2. Education</b>			
	Middle (≤High School/equal)	38	38.0
	High (≥Diploma)	62	62.0
<b>3. Job Category</b>			
	Employee/ Private Employee	22	22.0
	Government Employee/ASN	3	3.0
	Teacher/Educator	3	3.0
	Merchant/entrepreneur	2	2.0
	College Student	54	54.0
	Housewives	8	8.0
	Health Officer	1	1.0
	Unemployment	7	7.0
<b>4. Income</b>			
	≤Minimum Wage	28	28.0
	>Minimum Wage	72	72.0

**Table 2. Frequency Distribution of Research Variables**

No	Variabel	Respon Positif		Respon negatif	
		F	%	F	%
<b>1. Pemanfaatan Pelayanan Kesehatan</b>					
	I believe disease can be cured by getting the best service	83	83.0	17	17%
	I use the services at RSGM UNIMUS because payment for services is easy according to the type of health insurance I have	73	73.0	27	27%
	I use the service because the cost is according to my ability	80	80.0	20	20.0
	I use the service because there is adequate information about the facilities, types of services, HR owned by the RSGM UNIMUS	86	86.0	14	14.0
<b>2. Aware</b>					
	I've heard information about services and facilities at RSGM UNIMUS from colleagues/neighbors/family	83	83.0	17	17.0
	I have heard/aware of information about services and facilities at RSGM UNIMUS from hospital advertisements via (RSGM UNIMUS website/social media)	70	70.0	30	30.0
	I've known the types of health insurance that can be served	0	0.0	100	100.0
	I've heard/know information about services and facilities at RSGM UNIMUS because I've had treatment before	67	67.0	23	23.0
<b>3. Appeal</b>					
	I am interested in knowing the types of services and facilities at RSGM UNIMUS through the website/social media	78	78.0	22	22.0
	I feel like I want to know the price of services at RSGM through RSGM UNIMUS' website/social media	80	80.0	20	20.0
<b>3. Ask</b>					
	I prefer to visit RSGM Unimus social media to find information.	74	74.0	26	26.0
	I choose to find information on prices for RSGM services by asking directly to the staff/customer service or information on the types of services and facilities	74	74.0	26	26.0
<b>4. Act</b>					
	I use the service because of recommendations from family, neighbors, or friends	80	80.0	20	20.0
	I chose to visit or seek treatment at the RSGM UNIMUS because I believe that the RSGM UNIMUS' services are of high quality according to the information they get through the RSGM UNIMUS website and social media accounts.	78	78.0	22	22.0
<b>5. Advocate</b>					
	I will go back for treatment at the RSGM UNIMUS when I have health complaints related to teeth and mouth	87	87.0	13	13.0
	I will recommend RSGM UNIMUS to others	88	88.0	12	12.0
	I feel dissatisfied with the services provided when seeking treatment at the RSGM UNIMUS.	44	44.0	56	56.0
	I am considering switching to another hospital with a cheaper service fee	45	45.0	55	55.0

No	Characteristics	F	%
<b>5. Number of visits</b>			
	First time	43	43.0
	Second time	29	29.0
	Often	28	28.0
<b>6. Source of Funding</b>			
	Personal /General / Cash	31	31.0
	BPJS Health	73	73.0
	Commercial Insurance	7	7.0

Based on table 1, it is known that the characteristics of the respondents in this study are the majority of respondents (72%) are included in the category of adolescents (17-25 years), some of the respondents have a higher education level (≥ Diploma) which is equal to (62%). Based on the type of work, most of the respondents have a job as a college student (54%), the majority of respondents have a family income level above the minimum wage in Semarang City (72%). Based on the number of visits, most of the respondents stated that it was their first visit (43%) and the majority of respondents (73%) used a service financing source from BPJS Health.

The description of service utilization at RSGM UNIMUS and respondents' perceptions of the aware, appeal, ask, act, and advocate aspects can be seen in the table below

Based on table 2, it can be seen that respondents who use the services at RSGM tend to have a positive response to both the aware aspect, the appeal aspect, the ask aspect, the act aspect and the advocacy aspect.

**Table 3. Test Results of Customer Path 5A Relations with Service Utilization.**

No	Relation Test	<i>p-value</i>	Description
1.	Aware	0,000	Related
2.	Appeal	0,000	Related
3.	Ask	0,000	Related
4.	Act	0,000	Related
5.	Advocate	0,000	Related

Based on table 3, it can be seen that there is a relation between all variables (aware, appeal, ask, act, and advocate) with the utilization of health services obtained from the results of the chi-square statistical test with a *p-value* of 0.000 ( $p\text{-value} \leq 0.005$ ).

## DISCUSSION

### Service Utilization

Based on table 2, it shows that most of the respondents stated that they responded positively by using the service because they believed that their disease could be cured by getting the best service (85%). Health belief (belief that health services can help the healing process of disease) is a determining factor in the use of health services. (Andersen, 1968).

In addition, a positive response to the use of services because the payment is easy according to the type of insurance owned by 73% of respondents, service costs according to their ability to pay are stated by 80% of respondents, and there is adequate information about facilities, types of services, and human resources owned by 86% of respondents. However, the negative response of respondents who did not take advantage of the service was due to the fact that the payment was not in accordance with the type of insurance they had (27%), the service cost was not according to their abilities (20%) and inadequate information about facilities, types of services and human resources (14%). This is also reinforced by the characteristics of the respondents in table 1, it is known that the majority of funding sources are BPJS Health patients (73%) and as many as 28% of respondents have incomes below the minimum wage in Semarang City. In line with research conducted by (Amir, 2017) that factors related to service utilization are knowledge, willingness to pay, the presence of certain diseases, convenience and transportation costs.

This research is in line with research conducted by Ziana et al (2020) which states knowledge, attitudes, individual assessment of disease, puskesmas facilities, doctor services, accessibility and ease of information related to the use of health services at Gayamsari Health Center. (Ziana et al, 2020).

The more facilities and the number of health workers, the level of utilization of health services in a community will increase. Characteristics of ability is a condition or condition that makes a person able to take action to meet his needs for health services consisting of family resources and

community resources. Family resources are family income, participation in health insurance, ability to buy health services and knowledge of required health service information, while community resources are the number of existing health service facilities, the number of health workers available in the area. (Andersen, 1968).

### Aware Aspect

Awareness is the stage where someone begins to get to know a product (Kartajaya, 2015). In this study, the aware aspect is the stage where the respondent begins to realize the existence of the RSGM UNIMUS and its services and facilities. This awareness stage, the customer is more passive. Where they are exposed to exposure from a brand's marketing strategy, see and hear about a brand (Kartajaya, 2015).

Based on the results of the study, it is known that most of the respondents (70%) said they had heard/aware of information about services and facilities at the RSGM UNIMUS from hospital advertisements via (website/social media RSGM UNIMUS). This is in accordance with research conducted by (Nisa, et al 2018) which states that the use of social media can facilitate and expand the impact of the marketing strategy of a product or service.

All respondents (100%) stated that they never knew the type of health insurance that could be served because it was not listed on the hospital information board. This is in accordance with the negative response of respondents who felt inadequate information about facilities, types of services and human resources (14%). Knowledge of the required health service information is a factor of ability as a determinant that makes a person able to take action to meet his needs for health services. (Andersen, 1968).

The results also show that the majority of respondents (83%) have heard information about services and facilities at RSGM UNIMUS from colleagues/neighbors/family. This study is in line with Sriwahyuni's research (2018) which found that the role of the family is related to the use of services again by outpatients at the Internal Medicine Polyclinic of Pancaran Kasih General Hospital Manado. In the health sector, one of the tasks of the family is to make the right action decisions for the family to seek the right help according to the family's circumstances. This study also found that there was involvement of other family members in making decisions to utilize health services (Sriwahyuni, 2018)Based on the results of respondents' answers, it is known that respondents (67%) have heard/aware of information on services and facilities at the RSGM UNIMUS because they have had treatment before. Awareness stage because through own experience is the one who has the most influence for the customer (Kartajaya, 2015).

The results showed that there was a significant relationship between awareness and the utilization of health services at RSGM UNIMUS ( $p\text{-value} = 0.000$ ). Usually the customer only knows some information about a brand, which is better if the customer knows the complete information about a brand (Tampi, 2018). The source of the introduction of a brand can be through marketing communications (marketing communications). Advertising is the most favorite way of customers to get to know a brand. (Kartajaya, 2015)

According to Shimp (2013) brand awareness or brand awareness is the ability of a brand to grow in consumers' memories when consumers are thinking about brands in certain product categories and how easy the brand is to remember. (Shimp, 2013). Batra, Myers, & Aaker (1996)



argue that if consumers get advertising exposure, then consumers will grow certain feelings and attitudes towards the brand so as to encourage consumers to make purchases of the product.

### Appeal Aspect

The results showed that most of the respondents (78%) were interested in knowing the types of services and facilities at RSGM UNIMUS through the website/social media. The preliminary study found that the website and Instagram are one of the social media owned by RSGM UNIMUS. One of the most favorite media that has many users is Instagram (Darma, 2019). Instagram is also considered the most interesting media because of its dominant appearance in the form of photos or videos and can provide more detailed information on captions (Putri, 2019). Another study (Lovely, et al 2018) states that Instagram, as one of the social media platforms, is the most effective social media platform in running a business (Lovely, 2018).

Appeal is the stage where someone is interested in knowing more details about a product (Kartajaya, 2015). In this study, appeal is the stage where someone becomes interested in knowing more deeply and completely about the services and facilities available at RSGM UNIMUS. Someone who is not interested will of course forget a brand that has been realized before and someone who is interested will consider it further with interest. to find more information (Tampi, 2018).

Most (80%) wanted to know the price of services at RSGM UNIMUS through the RSGM UNIMUS website/social media. This shows that respondents are interested in prices that match their ability to pay. The results showed that there was a significant relationship between appeal and the utilization of health services at RSGM UNIMUS ( $p$ -value = 0.000). This research is in line with research conducted by Baheti, Jain and Jain (2012), which states that the attractiveness of advertising is the main central message that can arouse the desires and goals of consumer needs that can be met by advertised products. Advertising appeal refers to the approach used to attract consumer attention and influence consumers to a product. (Baheti, 2012).

### Ask Aspect

The results showed that most of the respondents (74%) stated that they prefer to visit RSGM UNIMUS social media to find information on the types of services and facilities. The majority of respondents (74%) chose to seek information on the price of RSGM UNIMUS services by asking directly to the officer/customer service. This is in accordance with research (Tampi 2018) which states that the ask stage is an individual to social process, where customers have started to actively seek information related to brands both online and offline, or through community recommendations.

The results showed that there was a significant relationship between ask and the utilization of health services at RSGM UNIMUS ( $p$ -value = 0.000). Ask is the stage where someone begins to ask deeper questions about a product (Kartajaya, 2015). In this study, ask is the stage where customers start visiting the RSGM UNIMUS website and social media accounts and ask further questions about RSGM UNIMUS. At this stage, customers are already enthusiastic about a brand, but they want to get deeper information before reaching the act stage.

In a marketing strategy that uses social media, it is necessary to have good and regular management in order to

be able to achieve its targets and goals, in which a product/service must have good feedback management to potential customers so that they feel interested, such as replying to questions from prospective customers and actively interacting. on social media. (Rizky, et al 2020).

### Act Aspect

The results showed that the majority of respondents used the service because of recommendations from family, neighbors, or friends (80%). This is in line with research (Noviana, 2013) which states that there is a relationship between the family and the utilization of health services.

This shows that positive assessments from the closest people influence customers to use services because positive beliefs and recommendations become provisions in these decisions. Act is the stage where someone makes a decision based on the information that has been obtained. If the information is positive, someone will have confidence that a brand is indeed worthy of use (Pandu, 2015).

In addition, respondents also chose to visit or seek treatment at the RSGM UNIMUS because they believed that the RSGM UNIMUS services were of high quality according to the information they got through the website or RSGM UNIMUS social media accounts (78%). This is in accordance with previous research (Putri, 2016) which states that social media-based promotions have a positive and significant influence on customer purchasing decisions. (Princess, 2016)

In social media such as Instagram, Twitter, Facebook, YouTube, WhatsApp users or in this case the customer, it will be very easy to communicate, interact, find and share information, and it is from this that social media has a very large influence on all stages in Customer Path 5A (Indriyani, et al 2020). In addition, that a good promotion will affect consumer decisions to choose a service (Lestari, 2016).

The results showed that there was a significant relationship between act and the utilization of health services at RSGM UNIMUS ( $p$ -value = 0.000). This is in accordance with the results of the study which showed a positive response from respondents who took advantage of the service because they believed that their disease could be cured by getting the best service.

### Advocate Aspect

The results showed that the majority of respondents 87% stated that they would return for treatment at the RSGM UNIMUS when they had health complaints related to teeth and mouth and as many as 88% would recommend the RSGM UNIMUS to others. However, there are still respondents (55%) considering switching to another hospital with lower service costs.

In Customer Path 5A there are 3 levels for customer loyalty. The first is retention, which is when a customer constantly uses a particular brand. At the second level there is repurchase where the customer will repurchase, and the third level is advocacy, namely when a customer recommends a brand to others based on what he has experienced (Pandu, 2015).

The results of the study show that the customer is already at the advocacy stage, which is recommending the RSGM UNIMUS to others by 87%. However, the negative response can also be seen from the answers of respondents who will switch to another hospital with a lower cost, indicating that the customer is still at the customer act stage, not yet retention. This is supported by the results of the study where as many as 56% of respondents were dissatisfied

with the services provided when seeking treatment at the RSGM UNIMUS.

Customer satisfaction is an important factor in forming loyal customers. This refers to the customer's feelings about the service that is expected and actually obtained, when there is a large enough difference between the two or it is not in line with expectations, dissatisfaction will arise. In addition, if a product or service exceeds consumer expectations, consumers will feel satisfied and make it possible to make repeat purchases (Jati, et al 2017).

## LIMITATION OF THE STUDY

The questionnaire in this study was developed by itself through a review of books and supporting references so that researchers attempted to test the validity and reliability of respondents outside the research sample.

## CONCLUSIONS AND RECOMMENDATIONS

There is a relationship between the aspects of aware, appeal, ask, act, advocate on the use of dental and oral health services at RSGM Unimus with p value of each = 0.000. The majority of respondents have reached the stage of being loyal or advocacy because they want to recommend RSGM UNIMUS to others (87%), although as many as 55% of respondents are still at the stage of the customer act track, but they have not yet reached retention because they prefer to switch to another cheaper hospital. In this case, RSGM UNIMUS can take advantage of cooperation with health insurance so that costs are not a consideration for respondents in using services and collaborate with UNIMUS dental students in promoting RSGM UNIMUS services and recruiting prospective patients because the cost of services is cheaper than general dentists. In order to improve service utilization, it is hoped that RSGM UNIMUS can manage marketing activities more planned and structured starting from the design of service flow content and service facilities in a clear and understandable manner, periodic monitoring and evaluation of each uploaded content, managing relationships with customers who have visited with utilizing existing social media and strengthening the function of the marketing team in increasing collaboration with health insurance to increase patient visits.

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## ETHICAL CONSIDERATIONS

Before conducting the research, the author first submitted a research proposal to the research code of ethics of the Faculty of Public Health, Universitas Diponegoro to obtain a researcher ethics certificate and this research passed the ethics test with No. 106/EA/KEPK-FKM/2022.

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## Conflict of Interest Statement

The authors declare that there is no potential conflict of interest in connection with the writing and publication of this article.

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