

The Effect Of Digital Marketing Brand Image On Trust And Its Impact On The Decision To Visit The Dentist

Antonius Hartanto¹, Probo Asmoro², Achmad Baihaqi, Junaedi³

^{1,2,3}Universitas Budi Luhur Jakarta

Corresponding Author: antonmilenia@gmail.com

Abstract : This study aimed to determine the effect of digital marketing brand image on trust and its impact on visiting the dentist. The research method used in this study is a quantitative method using PLS data analysis. Sampling used a non-probability sampling technique, namely purposive sampling, on residents of Malang who had visited the dentist as many as 100 respondents. The research found that: 1) brand image has a significant positive effect on customer trust, 2) brand image has a significant positive effect on visiting decisions, 3) digital marketing has a significant positive effect on customer trust, 4) digital marketing has a significant positive effect on customer visiting decisions, 5) customer trust has a significant positive effect on visiting decisions

Keywords: *Digital Marketing; Brand Image; Trust; Visit Decision*

1. Introduction

Awareness of oral and dental health in Indonesia is not yet fully an important part. Many people do not know how to brush their teeth correctly and adequately [1]. Lack of understanding of oral and dental health, of course, this condition will cause various oral and dental diseases that will be suffered by most people who are reluctant to maintain their dental health [2]. The response of some people, that going to the dentist is scary. The fear experienced by the community causes a lack of interest in visiting the dentist [3].

This lack of interest can be caused by a lack of trust in dentists. The amount of misinformation and lack of understanding of the information provided decides to visit the dentist low. From 57.6% of the population with dental and oral health problems, it turns out that only 10.2% of people access dental health services [4]. In addition to a lack of interest, people are afraid to visit because the covid 19 pandemic causes it. Considering that dentistry also uses aerosols that are closely related to the transmission of COVID-19. As a result, the number of patient visits to health facilities continues to decline [5].

Dentists themselves can be likened to a communication bureau that can be relied upon to communicate the importance of oral and dental health [6]. Doctors must use advances in technology to invite people to visit the dentist. In providing information about the importance of visiting the dentist, of course, it cannot be separated from what is called a marketing strategy [7]. Marketing strategy certainly does not have to promote on a large scale in an advertisement or advertisement. One strategy that dentists can implement is to target audiences who may need dental care services. Through a clear target audience, patients' trust in visiting the dentist will be easier to achieve. In reaching a predetermined target audience, utilizing the role of social media can be the right solution [8].

In the era of high mobilization, the application of digital strategies can be considered. The reach of the audience can be more comprehensive, and with the existing features, the target audience you want to reach can be more accurate. Digital marketing can be done through channels such as advertisements on various pages, social media, chat applications, and much more [9]. Technology is now a significant player in the business world because by utilizing technological advances, products or services can be more accessible. According to research, 81% of people will search online for information about online reviews and related data before purchasing. This is why digital marketing plays a vital role in the growth of every business [10].

Through digital marketing can create a brand image. Brand image is a set of tangible and intangible properties, such as ideas, beliefs, values, interests, and features that make it unique. A brand image must represent all internal and external characters that can influence customers according to a product's target [11]. Things like this can certainly be supported and done more efficiently through digital marketing.

The brand of service can attract attention and be a consideration so that users are interested in making decisions related to

the services provided. In the selection decision, service users will choose products that are considered per their needs and desires, which is a service brand depends on the image attached to it, so service providers must be able to provide the best and by what is needed and what users want [12]. In this context, the promotions carried out are tailored to dental care and examination services. Therefore, dental clinics must build an excellent image to attract people to visit. Through quality service and transparency, regularly making patients comfortable will create a positive image towards visits to the dentist. Based on the background exposure, this research is presented with the title "The Effect of Digital Marketing Brand Image on Trust and Its Impact on the Decision to Visit the Dentist," which aims to describe further the influence given to trust and the decision to visit the dentist.

2. Literature Review

Consumer Trust

In a decision process, patients do not just stop until the process of getting services. Patients will carry out an evaluation process of the services that have been obtained. The evaluation process results of the services that have been received are that patients feel satisfied and dissatisfied with the services provided. Satisfaction will encourage patients to return and use the same benefits [13]. Understanding the patient's needs and desires is an essential factor affecting patient satisfaction. Satisfied patients are a precious asset because if patients are satisfied, they will continue to use the service of their choice. Still, if patients are not happy, they will tell twice as much to others about their bad experiences. To create patient satisfaction, dentists must create and manage a system to acquire more patients and retain their patients [14].

[15] states that patient satisfaction is the level of patient feelings that arise from the health services they receive after the patient compares with what he expects. Another opinion from Endang (in [16]) is that patient satisfaction is an evaluation or assessment after using a service that the selected service meets or exceeds expectations. Based on this description, it can be concluded that patient satisfaction is the result of an assessment in the form of an emotional response (feeling happy and satisfied) in patients because of the fulfillment of expectations or desires in using and receiving nurse services.

According to [17] there are five dimensions that form trust, namely, benevolence, reliability, competence, honesty, openness. And the indicators of each dimension of trust are

1. Benevolence

Benevolence is the belief that one party or something that has given more attention will be protected and not harmed by the trusted party. In this case, the customer's belief that the service provider company will not harm them.

- a. The company has good intentions to establish relationships with customers
- b. The company will not take opportunities from customers to dishonestly gain excessive profits.
- c. The company has a concern to provide the best service for customers.

2. Reliability is how customers can rely on the service provider company if the customer requires the company's services.

- a. The company always provides the best service
- b. The company can always be relied on when customers need
- c. The company's reliability in facilitating service technical

3. Competence is the company's ability to display what is expected and, by existing work standards, how the company has the knowledge and expertise in providing services to customers.

- a. The company is very experienced in meeting customer demands
- b. The company has high work standards in delivering its services
- c. The company can provide quality services

4. Honesty is the trusted party's character, integrity, and authenticity, namely the service provider how the company is committed to providing services per what has been promised and accepts responsibility wholeheartedly and honestly.

- a. The company is responsible for handling customer complaints
- b. The company's actions always match the statements it gives
- c. The company's actions always match the statements it gives

5. Openness is how important information is shared with customers, not withholding or providing information that customers need.

- a. The company always provides information that customers need.
- b. Enterprise customers always get the important information they want
- c. The company is open to accepting customer complaints

Digital Marketing

Digital marketing is an activity in marketing that utilizes platforms on the internet to reach target consumers; besides, digital marketing is defined as marketing products or services via the internet or called i-marketing, web marketing, online marketing, e-marketing, or e-marketing. -commerce [18]. Business people use digital marketing activities to increase the

application of internet media in the market [19].

Digital marketing is marketing using digital technology. The role of digital marketing has become necessary by the development of digital technology and developing plans to attract customers and direct them to a combination of electronic and conventional communication [20]. The strategy of businesspeople by utilizing digital marketing, especially through social media, can provide ways and steps to increase consumer networks in marketing their products so that business people can increase the advantages of their competitors.

The dimensions of digital marketing in terms of promotion as part of the marketing mix (4Ps), according to Ryan in [21] are :

1. Website
The website links the digital world as a whole and perhaps the most important part of an overall digital marketing strategy, where online activities will be directed directly to potential consumers.
2. Search Engine Optimization (SEO)
One of the important parts of the website is SEO (Search Engine Optimization), or the process of setting the content of the website so that it is easily found by internet users who are looking for content that is relevant to what is on the website, and also presents content so that other engines can easily find it.
3. Paid search click-based advertising (PPC advertising)
PPC (pay per click) advertising allows marketers to purchase internet search results pages based on selected keywords and sentences.
4. Affiliate marketing and strategic partnership
The activity of partnering with other organizations/companies and websites to achieve mutual benefits from collaboration to promote products or services.
5. Online public relations (Online PR)
Using online communication channels such as press releases, article syndication (RSS), and blogs to create a positive perception of the brand or position the organization or company as an authority in a particular field.
6. Social Network
A marketing opportunity, but currently, no one has offered an advertising system that is very focused on a tiny group of people (niche) based on profile information obtained from social networking sites.
7. E-mail marketing
Electronic mail (e-mail) is still an important tool for digital marketing activities, which are sent to maintain relationships between existing consumers and prospective customers who are willing to receive information via e-mail.
8. Customer Relationship Management
Keeping existing customers and building mutually beneficial partnerships with them is one of the important elements of digital marketing activities.

Brand Image

Image is the public's perception of a service. In this case, the service in question is the health service provided by the dentist. Image is affected by many factors beyond the control of the service provider. Understanding image (image), according to ([22] is a person's beliefs, ideas, and impressions of something. Image is an impression, impression, feeling, or perception that exists in public about a service, an object, person, or institution. For service providers, image means the public's perception of the identity of the service provider or dentist. This perception is based on what the public knows or thinks about the dentist in question [22]. Therefore, the same service provider is not necessarily the same. Having the same image in front of people becomes one of the guidelines for service users in making important decisions.

According to Aaker and Biel in [23] the indicators used to measure brand image are as follows:

1. Corporate image
The Corporate image is an association perceived by consumers of a product/service, including popularity, credibility, and the company's network.
2. User image
User image is a group of associations consumers perceive against users who use goods or services, including the user himself, lifestyle, personality, and social status.
3. Product Image
It is defined as a set of associations consumers perceive to a product, including its attributes, benefits for consumers, use, and guarantees.

3. Method

This study uses quantitative methods and is a type of explanatory research that seeks to explain why a phenomenon can occur and find relationships between variables that play a role in it [24]. The research instrument used in this study was a questionnaire. The questionnaire is equipped with an interval measurement scale, namely a Likert scale, which has a scale of 1-5 to indicate the level of agreement with the given statement. The questionnaire was distributed online using google forms. The following is a table of variable operational items used to compose the questionnaire. The population of this study is the residents of the city of Malang who know about dental clinics. The number of samples used is 100, determined based on Roscoe's theory (in [25]). Sampling used a non-probability sampling technique, namely purposive sampling. Descriptive analysis is used in this study to analyze the data collected to get problems solving or test research hypotheses [25]. Validity and reliability tests are carried out on research instruments, using Partial Least Square (PLS) data analysis applications.

4. Results

Analysis of the Outer model

Validity test

A validity test is used to measure the validity or validity of a questionnaire. In this research, validity testing is carried out using convergent validity and AVE. The instrument is declared valid if the AVE value is > 0.05 and the outer loading value is (> 0.6) .

Table 1. The results of the instrument validity test

Variable	Instrument Code	Outer Loading	AVE	Description
Brand Image (X2)	X2.1	0.786	0.604	Valid
	X2.2	0.789		Valid
	X2.3	0.757		Valid
Digital Marketing (X1)	X1.1	0.738	0.553	Valid
	X1.2	0.742		Valid
	X1.3	0.711		Valid
	X1.4	0.764		Valid
	X1.5	0.722		Valid
	X1.6	0.724		Valid
	X1.7	0.757		Valid
	X1.8	0.786		Valid
Customer Trust (M)	M.1	0.718	0.535	Valid
	M.10	0.756		Valid
	M.11	0.728		Valid
	M.12	0.729		Valid
	M.13	0.721		Valid
	M.14	0.781		Valid
	M.15	0.730		Valid
	M.2	0.722		Valid
	M.3	0.730		Valid
	M.4	0.714		Valid
	M.5	0.723		Valid
	M.6	0.726		Valid
	M.7	0.750		Valid

	M.8	0.706		Valid
	M.9	0.737		Valid
Visiting Decisions (Y)	Y1.1	0.756	0.546	Valid
	Y1.2	0.723		Valid
	Y1.3	0.701		Valid
	Y1.4	0.739		Valid
	Y1.5	0.772		Valid
	Y1.6	0.741		Valid

Reliability Test

In this study, researchers used two reliability tests, namely the Cronbach Alpha test and the Composite Reliability test. Cronbach Alpha measures the lowest value (lower-bound) reliability. The data is declared good if the data has a Cronbach alpha value and a composite reliability score > 0.7.

Table 2. Instrument reliability test results

	Cronbach's Alpha	Composite Reliability
Brand Image (X2)	0.727	0.821
Digital Marketing (X1)	0.885	0.908
Customer Trust (M)	0.938	0.945
Visiting Decisions (Y)	0.833	0.878

Based on the calculations carried out, it was found that all instrument items met the validity and reliability requirements with scores that exceeded the criteria.

R Square

Coefficient determination (R-Square) is used in measuring how much other variables influence the endogenous variable. Based on the data analysis carried out through the use of the smartPLS program, the R-Square value was obtained as shown in the following table:

Table 3. Results of r-square analysis

	R Square	R Square Adjusted
Customer Trust (M)	0.747	0.742
Visiting Decisions (Y)	0.943	0.941

The score obtained in the table describes that the customer trust variable is explained by the brand image and digital marketing variables of 74.7% while the rest is explained by other variables not examined. The variable of the decision to visit is influenced by brand image and digital marketing by 94.3%, while the additional 5.7% is explained by other variables that the researcher did not describe in this study.

Hypothesis testing

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Brand Image (X2) -> Customer Trust (M)	0.555	5.561	0.000
Brand Image (X2) -> Visiting Decisions (Y)	0.628	14.146	0.000
Digital Marketing (X1) -> Customer Trust (M)	0.352	3.619	0.000
Digital Marketing (X1) ->	0.252	4.419	0.000

Visiting Decisions (Y)			
Customer Trust (M) -> Visiting Decisions (Y)	0.144	2.552	0.011

5. Discussions

Effect of Brand Image (X2) on Customer Trust (M)

The results of testing the hypothesis of the influence of brand image on customer trust obtained a positive beta score of ($p = 0.555$) with t statistics of 5.561 ($p > 1.96$) and p values of 0.000 ($p < 0.05$), indicating a positive and significant relationship where there is a brand. The image of a product will increase customer confidence in the product. A good brand image can represent all internal and external characters that can influence customers according to a product's target. This is in accordance with research conducted by Usvela et al., (2019), which suggests that customers will have more confidence in the product and influence purchasing decisions with a brand image.

The Effect of Brand Image (X2) on Visiting Decisions (Y)

The results of testing the hypothesis of the influence of brand image on visiting decisions obtained a positive beta score of ($p = 0.628$) with t statistics of 14,146 ($p > 1.96$) and p values of 0.000 ($p < 0.05$), indicating a positive and significant relationship where there is a brand image will be able to influence the decision to visit. Brand image can attract attention and also be a consideration so that users are interested in visiting. The more visitors, the more product sales will increase. This research is in line with a study conducted by [27], which says that brand image has a significant positive influence on customer visiting decisions.

The Effect of Digital Marketing (X1) on Customer Trust (M)

The results of testing the hypothesis of the influence of digital marketing on customer trust obtained a positive beta score of ($p = 0.352$) with t statistics of 3.619 ($p > 1.96$) and p values of 0.000 ($p < 0.05$), indicating a positive and significant relationship where the better Digital marketing of a product will affect customer trust. Customers will search online for information about online reviews and related data before they make a purchase. This is why digital marketing plays an important role in the growth of every business. More marketing that is done digitally will affect customer trust. The results of this study are by research conducted by [28].

The Influence of Digital Marketing (X1) on Visiting Decisions (Y)

The results of testing the hypothesis of the influence of digital marketing on visiting decisions obtained a positive beta score of ($p = 0.252$) with t statistics of 4.419 ($p > 1.96$) and p values of 0.000 ($p < 0.05$), indicating a positive and significant relationship where the better Digital marketing of a product will further increase customer interest in visiting. With a lot of marketing done digitally through various social media, it will affect customer interest to visit directly; it will also affect the level of product sales; this research is in line with the study conducted by [29].

The Influence of Customer Trust (M) on Visiting Decisions (Y)

The results of hypothesis testing the influence of customer trust on visiting decisions obtained a positive beta score of ($p = 0.144$) with t statistics of 2.552 ($p > 1.96$) and p values of 0.011 ($p < 0.05$), indicating a positive and significant relationship where the higher Customer trust in the product will affect the customer's decision to visit. High customer trust can attract the attention of visitors to continue to visit the place. This is in line with research conducted by Susilo et al., (2018).

Conclusion

Based on the discussion that has been done, it can be concluded that:

1. Brand image has a significant positive effect on customer trust
2. Brand image has a significant positive on visiting decisions
3. Digital marketing has a significant positive effect on customer trust
4. Digital marketing has a significant positive effect on customer visiting decisions
5. Customer trust has a significant positive effect on visiting decisions

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