

Exploring The Sustained Effects Of Brand Trust On Revisit Intention: An Empirical Study

Brand Trust and Revisit Intention In Health Services

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ABSTRACT

Brand trust is very important because it can contribute to loyalty in service use and consistent loyalty. The purpose of this study was to examine the effect of Brand love, Self-expressive, Brand trust, Brand commitment on Revisit intention in health services. This study is a quantitative study using purposive sampling method involving 130 outpatients who live in particular Tangerang and outside Tangerang, with visits about 2-3 times in the last year, and aged 18 years and over. Data analysis used Structural Equation Modeling (SEM). This research produces findings including self-expressive affects Brand love, Brand love affects Brand trust, and Brand commitment, Brand trust has no effect on Brand commitment, Brand trust affects revisit intention. There are several limitations to this study including only using a sample from one hospital, so the results may not be generalizable to other hospitals in Indonesia or other countries, an online questionnaire distribution system and the need to add other variables to expand the findings so that it is hoped that future researchers can fill these gaps.

Keywords: Brand love, self-expressive, brand trust, brand commitment, revisit intention, non-BPJS.

INTRODUCTION

Branding is very important and is said to be successful when there is a connection between the message conveyed and then has an effect based on nostalgia or a positive sentimental impression and is received at a certain period from the results of branding a brand that is communicated (Auemsuvarn & Ngamcharoenmongkol, 2022). Tandion et al. (2024) suggested that building a strong brand allows hospitals to deliver messages that are consistent and in line with established brand goals. Researchers add that brand trust is very important because it can contribute to loyal service use and consistent loyalty (Chaudhuri & Holbrook, 2001). When consumers trust a brand, it presents wants and needs in their minds, thus motivating repeat purchases and ultimately creating a strong relationship between the brand and the consumer (Cakmak, 2016; Chinomona & Maziriri, 2017; Tandion et al., 2024). In the pre-transaction phase, simple research is carried out by customers in order to find information about certain brands (Arifin & Rahmat Syah, 2023). Researchers also add the concept of self-expressive, where brands that shape consumer identity tend to generate stronger emotional responses (Carroll & Ahuvia, 2006). On the Facebook platform, consumers who interact with these brands reveal that they like brand posts as part of their self-expressive online (Lipsman et al., 2012).

Researchers also added the concept of brand love, which refers to the relationship between consumers and brands that is characterized by strong emotional ties and long-term relationships with the brand (Carroll & Ahuvia, 2006). Something that is loved will involve a large investment of time and energy, in the process consumers who love a brand tend to maintain their involvement in the long term (A. C. Ahuvia, 2005). In addition to brand love, brand commitment is also important because customers who are committed

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to a brand tend to invest more in the personal relationship offered by the brand or organization, and will ignore price differences offered by competitors (Jamshidi & Rousta, 2020; Khan & Rahman, 2017). In addition, loyal customers are less concerned if their chosen brand or organization faces problems, as they tend to blame external factors rather than service failures (Fatma et al., 2018). In practice as a destination brand manager, it is important to understand the components that make up destination brand equity and customers' intention to return (Liao et al., 2021; Myers, 2003). This aims to strengthen their brand equity compared to competing brands. Customer interest, acceptance, loyalty, and return visit intentions are key factors in advancing destination brand building (San Martín et al., 2019).

Based on the explanation above, what makes this research different from previous research lies in the addition of the concept of revisit intention which is expected to be an action of abstract constructs that are flavors of previous concepts such as brand love, self-expressive, brand trust, and brand commitment. Furthermore, the self-expressive point has a tendency that has not been applied to the object of hospital services, which is generally applied to products. If the previous study chose the car industry with car tire products as the object, then in this study the researcher took service users in the sector.

LITERATURE REVIEW

Brand Trust

Brand trust is defined as the willingness of consumers to rely on a brand's ability to fulfill its functions (Chaudhuri & Holbrook, 2001). On the other hand, brand trust involves reliance on a brand based on its perceptions, beliefs, and positive attributes, even in uncertain situations (Becerra & Badrinarayanan, 2013). According to Boateng *et al.*, (2016), trust is an individual's belief in the integrity or positive qualities of a brand. Based on various definitions in the literature and conceptual understanding, brand trust includes important cognitive components such as consistency, competence, benevolence, integrity, and predictability. Therefore, brand trust is a cognitive construct (Kalim et al., 2024; Steven et al., 2023).

Brand Love

Brand love is the degree of love that satisfied consumers feel for a particular brand; this includes a strong desire for the brand, a close bond with the brand, a positive appraisal of the brand, a positive emotional reaction to the brand, and recognition of love for the brand (A. C. Ahuvia, 2005). Carroll & Ahuvia, (2006) explain brand love as a deep emotional attachment that satisfied consumers feel towards a particular brand. Batra *et al.*, (2012) added that consumers' positive feelings towards brands influence their emotional reactions and judgments. Brand love is a concept that involves various thoughts, feelings, and actions that consumers organize into a distinctive mindset or mental image.

Self-expressive

Self-expressive is the way consumers show themselves and how they interact with others in the community (Schau & Gilly, 2003). Escalas & Bettman (2005) describe self-expressive as the way consumers see brands as a symbol of personal achievement, a self-esteem enhancer, a way to show their unique identity, and a way to a way to express individuality. It also helps them cope with changes in life (R. A. Pratama et al., 2023). Self-expressive is also defined as the extent to which consumers feel that brands can enhance their social image and reflect their self-identity (Carroll & Ahuvia, 2006).

Brand Commitment

Brand commitment is considered a dimension of relationship loyalty and an underlying variable in consumer brand relationships (Fournier, 1998; Chaudhuri & Holbrook, 2001). Brand commitment is also defined as the emotions that customers feel when they use a particular product or service (Das *et al.*, 2019). Jehanzeb & Mohanty (2020) state that brand commitment is the desire to maintain a valuable relationship with the brand in the long term (Jehanzeb & Mohanty, 2020; M. P. Pratama et al., 2023; Rumaidlany et al., 2022).

Revisit Intention

Ryu *et al.* (2010) define revisit intention as the desire of tourists to return to visit the same destination in the future. Revisit intention is a person's readiness or tendency to return to the same destination on the next visit, reflecting the intention to revisit a destination that has already been visited (Chew & Jahari, 2014; Tosun *et al.*, 2015).

The relationship between Self-expressive and Brand Love

Carroll & Ahuvia (2006) and Loureiro *et al.* (2012) state that brand love arises from the brand's ability to allow consumers to express themselves and from the hedonic character of the product. Brands that allow consumers to express themselves are the most likely to be loved (Albert & Merunka, 2013; Huber *et al.*, 2015). According to Fournier (1998), brand love can increase consumers' positive perceptions and encourage word-of-mouth behavior, which spreads positive information and reduces the negative impact of bad information (Du *et al.*, 2007). Carroll & Ahuvia (2006); Wallace *et al.* (2014) found a strong relationship between brand self-expression and brand love, supported by previous studies showing a positive influence between the two (Wallace *et al.*, 2014; Karjaluoto *et al.*, 2016; Siddique & Rajput, 2022). Based on this, the following hypotheses are proposed:

H1. *Self-expressive and Brand Love have a positive relationship.*

The relationship between Brand Love and Brand Trust

Albert & Merunka (2013) found that brand trust has a positive impact on brand enthusiasm, which is one of the components of brand love. Brand trust drives brand loyalty, which results from a trustworthy relationship with the brand (Chaudhuri & Holbrook, 2001). Continued trust in a brand will result in brand love (Joshi & Garg, 2022). Drennan *et al.* (2015) reported that brand trust influences key elements in marketing, including brand satisfaction, brand loyalty, and brand love. Previous research also confirmed the positive relationship between brand love and brand trust (Albert & Merunka, 2013; Huang & Jian, 2015; Aureliano-Silva *et al.*, 2022). Based on the related explanations, the following hypothesis is proposed:

H2. Brand Love and Brand Trust have a positive relationship.

The relationship between Brand Love and Brand Commitment

Aaker (1991) states that the more consumers value a brand, the more they have to accept the consequences of rising prices. Brand love reflects a strong emotional attachment to a particular brand (Ismail & Spinelli, 2012), and losing a beloved brand can cause distress and anxiety (Ahuvia, 1993; Thomson *et al.*, 2005). Brand love and brand commitment indicate a strong relationship between brands and consumers, where love for the brand drives commitment to maintain the relationship (Noël Albert *et al.*, 2008). Previous research confirmed the positive relationship between brand love and brand commitment (Albert & Merunka, 2013; Dam, 2020; Wong, 2023). Based on this explanation, the following hypothesis is proposed:

H3. Brand love and Brand commitment have a positive relationship.

The relationship between Brand Trust and Brand Commitment

Morgan & Hunt (1994) state that brand trust leads to brand commitment because trust creates a very valuable exchange relationship. Commitment is the desire to maintain a valuable relationship (Ruyter *et al.*, 2001), and trust is important in relational exchanges (Chaudhuri & Holbrook, 2001; Ruyter *et al.*, 2001; Morgan & Hunt, 1994). Brand trust has an important role in increasing consumer loyalty to brands (Afriani *et al.*, 2019). Trust and commitment are interrelated (Suhan *et al.* 2022). Previous research confirms the positive relationship between brand trust and brand commitment (Erkmen & Hancer, 2015; Tong *et al.*, 2018; Hidayanti *et al.*, 2018; Suhan *et al.*, 2022). Based on this, the following hypothesis is proposed:

H4. *Brand Trust and Brand Commitment have a positive relationship.*

Hubungan antara brand trust terhadap revisit intention

Trust is considered a key element in forming long-term relationships (Naggar & Bendary, 2017). Cakmak (2016) and Chinomona & Maziriri (2017) describe that when someone builds brand trust, this creates encouragement and desire in their minds. Ahn & Kwon

(2020) explain that customer trust in the company is more influential in determining repeat visit intentions than just commitment. Managers need to realize how important trust is in encouraging customers to return. Brand trust contributes to purchase loyalty and attitudinal loyalty, so it is a key focus because it can trigger higher levels of attitudinal commitment. This suggests that strong trust in the brand creates a solid foundation to support purchase loyalty as well as a deeper attachment to the brand (Chaudhuri & Holbrook, 2001). Previous research also confirmed the positive relationship between brand trust and revisit intentions (Ibrahim & Aljarah, 2018; Pramananda *et al.*, 2022; Nasib *et al.*, 2023). From the explanation above, the following hypothesis is proposed:

H5. Brand Trust and Revisit Intention have a positive relationship.
Based on the hypothesis above, it is arranged :

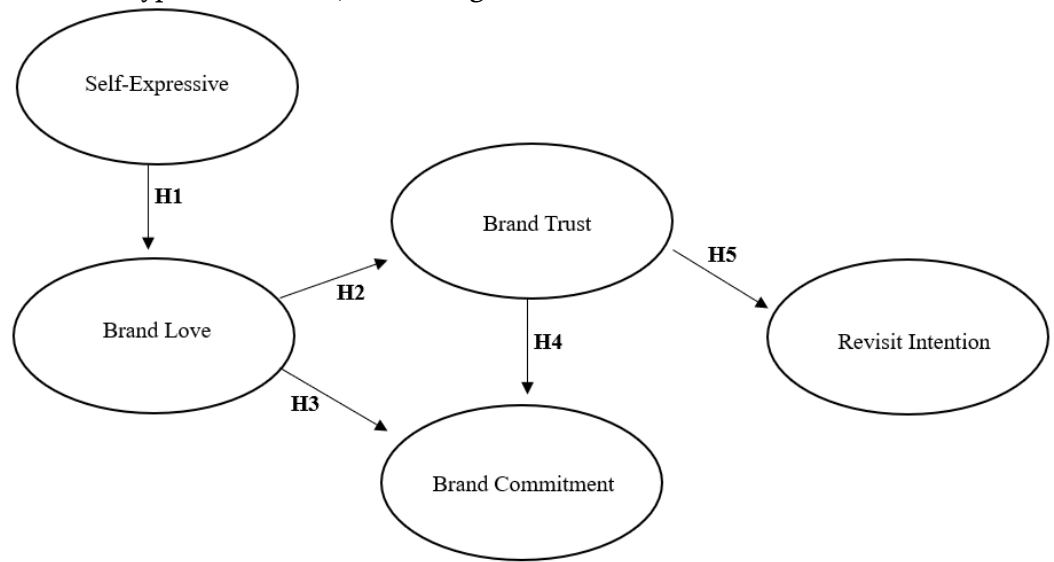


Figure 1. Research Model

METHOD

In this study, the measurement of the variables under study was adopted from previous research. The questionnaire includes information about the indicators of each construct, to test the direct effect of brand love, self-expressive, brand trust, and brand commitment variables on revisit intention. The data in this study were collected through a survey using the Google Form online questionnaire platform. The data collection method was carried out by distributing questionnaires through links distributed via WhatsApp, SMS, and Instagram. Informed consent has been obtained from respondents who participated in the survey.

The scale used to compile the questionnaire is using a Likert scale. The variables that will be used in this study are brand love, self-expressive, brand trust, and brand commitment to revisit intention. Self-expressive has 8 statements and Brand love has 10 statements adapted from Carroll & Ahuvia (2006) on its application in the hospital service sector, mainly referring to the capabilities of the population and sample. Brand trust is adopted from Chaudhuri & Holbrook (2001), which consists of 7 statements. Brand commitment is measured using 5 statements adapted from Meyer & Allen (1997). Revisit intention is measured using 4 statements adapted from Puspitasari *et al.* (2018). All items are rated using a six-point Likert scale, starting from 1 (SD) Strongly Disagree, 2 (D) Disagree, 3 (LA) Less agree, 4 (MA) Moderately Agree, 5 (A) Agree and 6 (SA) Strongly Agree. This study in measuring the sample requires five to ten times the number of questionnaire statements. Thus, this study requires a sample of 5 x 26 statements = 130 samples.

In this study, the population and sample in this study were non BPJS patients at Bakti Asih Hospital, and the criteria for respondents were outpatients who had used services at

Bhakti Asih Hospital for at least 2 to 3 visits during the 1year period. Based on the provisions of SEM PLS analysis.

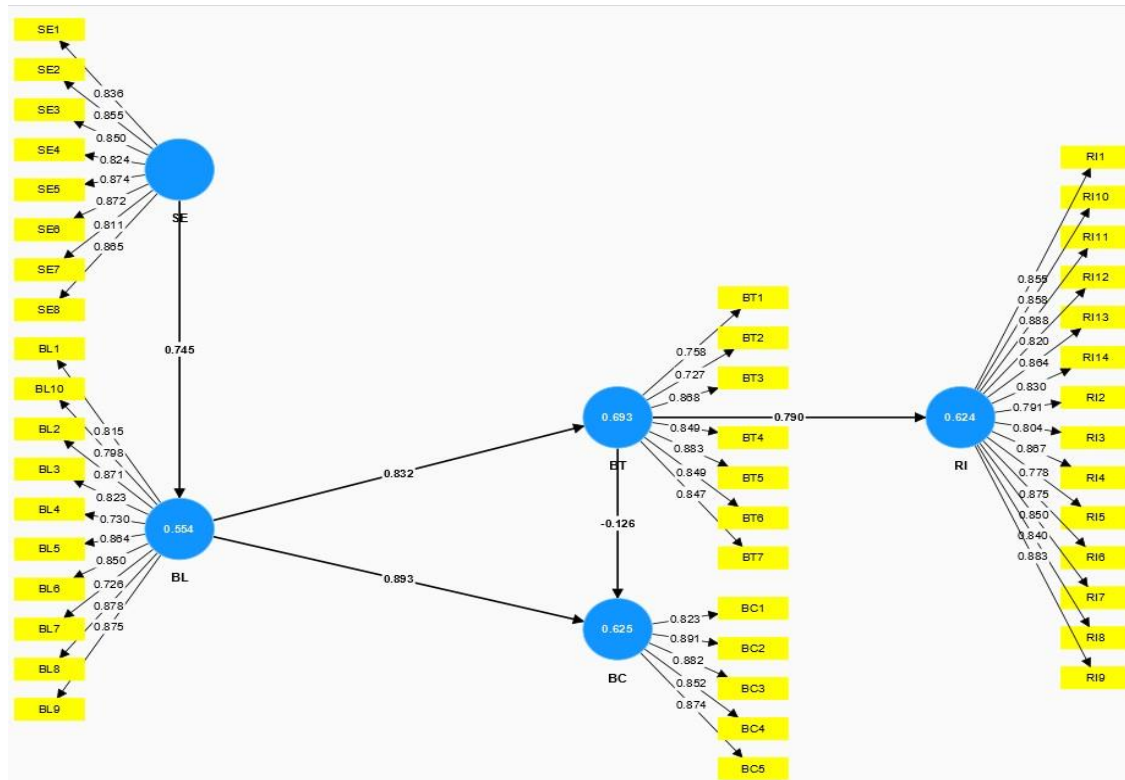
Structural Equation Modeling (SEM) using SmartPLS software was employed to test hypotheses. The process involves two main steps. The first step, known as the outer model, includes validity testing through: (1) Convergent Validity Test, which requires standardized loading factor values greater than 0.70, and (2) Average Variance Extracted (AVE) Test, with cut-off values above 0.50. Subsequent steps include: (1) Conducting a Discriminant Validity Test to ensure that measurement items correlate more strongly with their own construct than with others; (2) Assessing reliability using Cronbach's alpha and composite reliability, ensuring the standardized reliability value is at least 0.70. For hypothesis testing, researchers calculated the path coefficient and compared the T-statistic value to the T table. A T-statistic value above 1.96 indicates hypothesis acceptance (Hair et al., 2019). Acceptable values are obtained when the Component Matrix 1 and the KMO and MSA values exceed 0.5. According to (Hair et al., 2018), SEM data analysis requires a sample size 5–10 times the number of indicators, a guideline followed in this study's sample collection technique.

RESULTS AND DISCUSSION

Respondent Demographics

Collected data from 130 respondents through an online questionnaire using Google Forms. Of the total respondents, the majority were male, 79 people (61%), and most were between 31-40 years old, totaling 56 people (43%). In addition, 63 respondents (48%) are students. Most respondents lived in Tangerang, 72 people (55%), while 58 people (45%) lived outside Tangerang. All respondents use inpatient services at public hospitals, with a total of more than 2–3 visits a year.

Outer Model



Source: Data processed by the author, 2024

Figure 2. Outer Loading

Validity Test

In this study, a validity test was conducted to measure the extent to which the statements in the questionnaire were able to measure the indicators and variables under study. There are 26 statements tested in this study.

Outer Loading (Loading Factor)

Outer loading analysis is carried out to determine the level of correlation between indicators and latent constructs. Indicators are considered valid if they have a value of more than 0.70. All variables are stated to meet this requirement, so the results are considered valid when the outer loading value is above 0.70.

Average Variance Extraxted (AVE)

The AVE value proves the ability of latent variables to represent the original data. The standard used for AVE is 0.50. The minimum AVE value of 0.50 indicates that the convergent validity in this study has good quality.

\Tabel 1. Average Variance Extraxted (AVE)

	Average Variance Extraxted (AVE)
SELF-EXSPRESSIVE	0,720
BRAND LOVE	0,680
BRAND TRUST	0,685
BRAND COMMITMENT	0,748
REVISIT INTENTION	0,712

Source: Data processed by the author, 2024

The Average Variance Extracted (AVE) value shown in the table above shows that all variables have an AVE value above the minimum criterion of 0.5. Therefore, it can be concluded that the AVE value in this study is adequate.

Discriminant Validity

Cross Loading

The analysis shows that the correlation of indicators for Revisit Intention, Brand Love, and Self-Expressive variables with their constructs is higher than with other constructs. This indicates that the latent construct predicts the indicators in its own block better than the indicators in other blocks.

Reliability Test

Reliability test results using Composite Reliability and Cronbach's Alpha.

Tabel 2. Reliability Test

	Cronbach's Alpha	Composite Reliability
SELF-EXSPRESSIVE	0,944	0,948
BRAND LOVE	0,947	0,949
BRAND TRUST	0,923	0,931
BRAND COMMITMENT	0,916	0,919
REVISIT INTENTION	0,969	0,970

Source: Data processed by the author, 2024

The table above shows that all variables for the reliability test have good values using both Composite Reliability and Cronbach's Alpha. This concludes that the variables tested are reliable, allowing the structural testing stage.

Inner Model

The next stage is the Inner Model, which is determined by the R-square value. If the R-square value is 0.75, 0.50, or 0.25, then the Inner Model can be categorized as strong, medium, or weak. For hypothesis testing, the standards used are T-statistic > 1.96 and P-value < 0.05. The final stage is to determine the right model with an SRMR value < 0.1. From the table above, the R-square value for the Brand Love variable is 55.4%. This indicates that Self-Expressive, Brand Trust, and Brand Commitment together explain 55.4% of the variance in Brand Love, with the remaining 44.6% influenced by other factors such as social and emotional factors. The R-square value for Brand Trust is 69.3%,

suggesting that Brand Love, Brand Commitment, and Revisit Intention account for 69.3% of the variance in Brand Trust, with the remaining 30.7% influenced by other factors like service quality, hospital reputation, ethics, and hospital governance. The R-square value for Brand Commitment is 62.5%, indicating that Brand Love and Brand Trust explain 62.5% of its variance, while the remaining 37.5% is influenced by other factors such as customer satisfaction, brand dependence, and situational factors. The R-square value for Revisit Intention is 62.4%, meaning that Brand Trust explains 62.4% of the variance in Revisit Intention, with the remaining 37.6% influenced by other factors like convenience, comfort, promotions, offers, and external factors.

Tabel 3. R Square Score

	R Square	R Square Adjusted
BRAND LOVE	0,554	0,551
BRAND TRUST	0,693	0,691
BRAND COMMITMENT	0,625	0,619
REVISIT INTENTION	0,624	0,621

Source: Data processed by the author, 2024

Model Fit

Model fit assesses the overall suitability of a model by comparing the residual value of the predicted model to the actual data.

Tabel 4. Model Fit

	Model Saturated	Model Estimasi
SRMR	0,063	0.132
d_ ULS	3,889	17.194
d_ G	3,702	4.237
Chi-Square	2096,310	2249.357
NFI	0,711	0.690

Source: Data processed by the author, 2024

The Standardized Root Mean Square (SRMR) value is 0.063, which is less than 0.1, indicating a good fit for the model. The Normed Fit Index (NFI) value is 0.687, suggesting that the structural model has a predictive relevance of 68.2%.

Hypothesis Test

A hypothesis is accepted or rejected based on the significance of the T-statistic and p-value. A hypothesis is accepted if the T-statistic value is greater than the critical value of 1.96 (at a 5% significance level) and the p-value is less than 0,05.

Tabel 5. Pengaruh Langsung

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Self-Expressive -> Brand Love	0,745	0,745	0,084	8,872	0,000
Brand Love -> Brand Trust	0,832	0,831	0,0151	16,436	0,000
Brand Love -> Brand Commtment	0,893	0,907	0,130	6,892	0,000
Brand Trust -> Brand Commitment	-0,126	-0,136	0,127	0,996	0,319
Brand Trust -> Revisit Intention	0,790	0,791	0,053	14,893	0,000

Source: Data processed by the author, 2024

Self-expressive has a positive effect on brand love, as indicated by a T-statistic of 8.872 (greater than 1.96) and a significant p-value of 0.000 (less than 0.05). This suggests that the higher the level of self-expression consumers associate with a brand, in this context, a hospital service, the more they will love the brand. Brands that enable consumers to express themselves are more likely to be loved (Albert & Merunka, 2013; Huber *et al.*, 2015). Self-expressive qualities can influence consumer decisions and foster brand love. These findings are consistent with research by Wallace *et al.* (2014); Karjaluoto *et al.* (2016); Siddique & Rajput (2022), which also found that self-expression positively impacts brand love.

Brand love has a positive effect on brand trust, evidenced by a T-statistic of 16.436 (greater than 1.96) and a significant p-value of 0.000 (less than 0.05). This indicates that the stronger the brand love from consumer behavior, the higher the brand trust in the hospital's services. Respondents feel that brand love is a factor influencing their intention to use hospital services, leading to increased brand trust. This finding aligns with previous research by Albert & Merunka (2013; Huang & Jian (2015); Aureliano-Silva *et al.* (2022), which confirmed the positive relationship between brand love and brand trust.

Brand love has a positive effect on brand commitment, as shown by a T-statistic of 6.892 (greater than 1.96) and a significant p-value of 0.000 (less than 0.05). This means that stronger brand love from consumer behavior leads to higher brand commitment to the hospital's services. Respondents feel that brand love influences their intention to use hospital services and builds brand trust, thereby increasing brand commitment. This result is consistent with previous research by Albert & Merunka (2013); Dam (2020); Wong (2023), which also found a positive relationship between brand love and brand commitment.

Tabel 6. Direct Effect Hypothesis Test Results

Hypothesis	Hypothesis Statement	P-Value	T-Statistic	Description	Conclusion
H1	Self-expressive and Brand love have a positive relationship	0.000	8,872	Data Supports Hypothesis	Supported
H2	Brand love and Brand trust have a positive relationship	0.000	16.436	Data Supports Hypothesis	Supported
H3	Brand love and Brand commitment have a positive relationship	0.000	6.892	Data Supports Hypothesis	Supported
H4	Brand trust and Brand commitment have a positive relationship	0.319	0.996	Data Don't Support Hypothesis	Rejected
H5	Brand trust has a positive influence on Revisit Intention	0.000	14.893	Data Supports Hypothesis	Supported

Source: Data processed by the author, 2024

In this hypothesis, brand trust does not affect brand commitment, as indicated by a T-statistic of 0.996 (less than 1.96) and a p-value of 0.319 (greater than 0.05). This shows that brand trust is not a determining factor for brand commitment in hospital services. Respondents feel that brand commitment is more influenced by other factors than brand

trust. Most respondents choose services that provide the most benefits, suggesting that brand trust alone does not lead to brand commitment. This finding contradicts previous research by Erkmén & Hancer (2015); Tong *et al.* (2018); Hidayanti *et al.* (2018); Suhan *et al.* (2022), which found a positive relationship between brand trust and brand commitment.

Brand trust has a positive effect on revisit intention, as seen by a T-statistic of 14.893 (greater than 1.96) and a significant p-value of 0.000 (less than 0.05). This indicates that revisit intention is influenced by brand trust in hospital services. Respondents feel that brand trust affects their intention to reuse hospital services, leading to increased revisit intention. This finding aligns with previous research by Ibrahim & Aljarah (2018); Primananda *et al.* (2022); Nasib *et al.* (2023), which also found that brand trust positively impacts revisit intention.

Based on the table of analysis results above, it can be concluded that of the 5 existing hypotheses, 4 hypotheses are accepted and 1 hypothesis is rejected. The accepted hypotheses are H1, H2, H3, and H5, while the rejected hypothesis is H4.

CONCLUSIONS

Self-expressive has a significant positive influence on brand love. Consumers who feel that a brand allows them to express themselves tend to like the brand more. Brand love has a significant positive influence on brand trust. Consumers who love the brand are more likely to trust the brand. Brand love also has a significant positive influence on brand commitment. Consumers who love the brand are more likely to commit to the brand and continue to use its services. Brand trust has no significant effect on brand commitment. Trust in the brand does not directly determine consumers' brand commitment in hospital services. However, brand trust has a significant positive influence on revisit intention. Consumers who trust the brand are more likely to intend to use its services again.

There are several limitations in this study, namely this study only discusses the variables of self-expressive, brand love, brand trust, brand commitment to the intention to return to using the service. Meanwhile, there are still many other variables that can influence service purchases such as demographic, social, and technological factors. This study only used a sample from one hospital in the Tangerang area, so the results may not be generalizable to all hospitals in other regions of Indonesia or other countries. This study used a survey method, which may have limitations in measuring abstract variables such as self-expressive, brand love, brand trust, brand commitment, and revisit intention (intention to reuse services).

Future research is expected to add several other variables beyond the variables in this study. This study only uses simple statistical analysis, such as multiple linear regression, so it may not be able to capture the complex relationships between the variables studied. The next suggestion is to use other analytical tools such as SEM Amos and Lisrel.

This study aims to determine the direct effect of how brands that allow consumers to express themselves (self-expressive brands) can increase consumers' love and trust for the brand. If consumers love a brand, they are more likely to trust the brand and commit to continue using its services, which in turn will increase customer loyalty. This research also shows that brand trust is an important factor that encourages consumers to use the service again. However, this study found that brand trust does not directly determine brand commitment in hospital services. Other factors such as service quality, value, and customer satisfaction are also important in influencing brand commitment. Therefore, marketers need to research and understand these other factors to build strong brands and high customer loyalty in the healthcare industry.

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