

## **MARKETING 4.0 ON CUSTOMER SATISFACTION AND REPURCHASE INTENTION: THE MEDIATING ROLE OF PERCEIVED VALUE IN INDONESIAN HOSPITALS INDUSTRY**

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### **ABSTRACT**

The digital era has driven a significant transformation in marketing strategies across various sectors, including healthcare. Marketing 4.0 introduces an approach that integrates digital and human-centric dimensions, emphasizing interactivity and customer experience. This study examines the influence of branding elements in Marketing 4.0, namely Brand Identity, Brand Image, Brand Integrity, and Brand Interaction on Customer Satisfaction and Repurchase Intention with Perceived Value as a mediating variable in the hospital industry in Indonesia. This study used a quantitative approach with a survey method of 282 respondents, and the analysis was carried out using Covariance-Based Structural Equation Modeling (CB-SEM) through AMOS software. The results of the analysis show that all branding elements have a positive and significant effect on Customer Satisfaction and Perceived Value. Furthermore, Perceived Value has been proven to significantly mediate the influence of branding elements on Customer Satisfaction and Repurchase Intention. In addition, Customer Satisfaction and Perceived Value directly increase Repurchase Intent. These findings reinforce the validity of the Marketing 4.0 framework in the healthcare sector and underscore the importance of building authentic, consistent, and valuable brand experiences for patients. Theoretically, this study contributes to the literature on strategic marketing in services, especially digital-based hospitals. In practical terms, the results of this study provide managerial implications for hospitals in designing holistic and integrated marketing strategies to increase patient loyalty amid competitive market dynamics.

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**KEYWORDS** Marketing 4.0, Brand Identity, Brand Image, Brand Integrity, Brand Interaction, Perceived Value, Customer Satisfaction, Repurchase Intention..



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### **INTRODUCTION**

The health sector in Indonesia is experiencing rapid growth, especially in the private hospital sector. According to data from the Ministry of Health of the Republic of Indonesia (2024), in 2023 the number of private public hospitals in Indonesia will be 1,545 units or equivalent to 59% of the total hospitals in Indonesia that year. This number increased by 89.57% since 2012 which was only 815 units. This increase in the number of private hospitals creates stiff competition between healthcare providers in terms of service quality, price, and accessibility.

The development of information and communication technology has brought great changes in the world of marketing, including in the hospital industry. Each phase reflects a paradigm shift in the way companies create value and interact with consumers. As an early stage, Marketing 1.0 is a product-centric era that emphasizes production efficiency and sales volume

without paying attention to differentiation or long-term relationships with customers (Fuciu & Dumitrescu, 2018; Kotler et al., 2016). Then Marketing 2.0 began to shift attention to customer-centric marketing, where companies try to understand consumer needs and wants, and position product value based on consumer perception (Kotler et al., 2016). Further developments to Marketing 3.0 introduced the concept of value-driven marketing, in which brands meet not only functional needs, but also the emotional aspirations and social values of consumers (Jara et al., 2012; Kotler, 2016).

The most significant transformation occurred in Marketing 4.0 which combines digital and offline interactions to create a more holistic relationship between companies and consumers. Marketing 4.0 leverages technologies such as the Internet of Things (IoT), artificial intelligence (AI), and social media to enable consumers to interact directly with brands and contribute to brand image through their own experiences (Chaffey & Ellis-Chadwick, 2019; Jara et al., 2012; Morhart et al., 2015; Yakut, 2022).

Research by Chaffey and Ellis-Chadwick (2019) highlights the importance of integrated digital strategies for creating deep consumer engagement. According to Jara et al. (2012), technologies such as IoT allow for direct interaction between consumers and products, providing greater transparency and building trust in brands. Meanwhile, Morhart et al. (2015) show that brand authenticity built through Brand Image and Brand Integrity is very important in building long-term relationships with consumers. Research by Yakut (2022) further confirms that technological innovations, such as IoT and AI, have changed consumer behavior, encouraging companies to be more responsive to customer needs. Thus, Marketing 4.0 creates a stronger, participatory, and relevant relationship between companies and consumers, enabling companies to face increasingly dynamic market challenges.

In this study, the focus is directed to the four core elements of Marketing 4.0, namely Brand Identity, Brand Image, Brand Integrity, and Brand Interaction because of their significant role in creating customer satisfaction and encouraging consumer purchase intent in the digital era (Kotler et al., 2019; Chaffey & Ellis-Chadwick, 2019; Keller, 2020; Hossain, 2024; Alves Gomes & Meisen, 2023; Bilal et al., 2021; Wang et al., 2019). According to Kotler et al. (2019) and Keller (2020), Brand Identity creates a foundation that allows consumers to recognize and understand the unique value of a brand. A strong brand identity increases brand appeal in the digital marketplace, especially when brands manage to convey authenticity and relevance to consumer needs that drive purchase intent. Chaffey & Ellis-Chadwick (2019) show that Brand Image shapes consumers' perception of brands based on their experiences and associations. The study shows that a positive brand image, especially those supported by digital activities such as social media, significantly increases consumer purchase intent. Research by Hossain (2024) emphasizes that Brand Integrity is crucial in building consumer trust in brands. Brands with high integrity and always delivering on promises to customers have a higher level of customer satisfaction and stronger consumer loyalty. Alves Gomes and Meisen (2023) examined customer segmentation methods in e-commerce, showing how personalized interactions according to customer preferences significantly increase purchase intent. They highlight the role of tailored interactions in driving positive customer experiences that contribute to purchasing decision-making. Bilal et al. (2021) discuss the impact of the power of social networks and customer interaction on the usefulness of online reviews, emphasizing how these interactions shape consumer perception and purchasing behavior. Customer interaction, as observed in customer

text reviews, emerges as a critical factor that influences purchase intent in a variety of contexts. Studies consistently show that positive interactions between customers and brands can substantially increase the likelihood of a purchase. Furthermore, Wang et al. (2019) through their research on the classification of affective attributes in online reviews, highlight how customer interaction dimensions such as responsiveness and personalized service contribute to positive consumer perceptions and subsequent purchase intent.

Although brand elements of Marketing 4.0 such as Brand Identity, Brand Image, Brand Integrity, and Brand Interaction can affect customer satisfaction and consumer purchase intent. However, there are inconsistencies in the effectiveness of Brand Identity, Brand Image, Brand Integrity, and Brand Interaction on consumer satisfaction and purchase decisions. The results of a study by Dash et al. (2021) revealed that only Brand Identity and Brand Image had a significant influence on customer satisfaction and purchase intent, while Brand Integrity and Brand Interaction did not have a significant impact. This is contrary to research conducted by Ghonim (2022) which shows that Brand Image has a positive influence on customer satisfaction, followed by Brand Integrity and Brand Interaction. Meanwhile, Brand Identity provides the least influence. Another study by Hossain (2024) found that Brand Identity, Brand Image, and Customer Interaction have a positive impact on Purchase Intent, while Brand Integrity shows diverse effects on consumer behavior.

The direct impact on consumer decisions is often mediated by perceived value (Cuong, 2020; Watanabe, 2020; Saldanha, 2023; Yang, 2022). Cuong (2020) found that Perceived Value has a positive influence on purchase intent. Watanabe's (2020) research also reinforces that Perceived Value is an important aspect in predicting trust and purchase intent among Brazilian consumers. Further research by Saldanha et al. (2023) explores the mediating role of customer satisfaction in the relationship between product trust, perceived value, price fairness, and purchasing decisions. The results show that perceived value positively affects customer satisfaction, which in turn mediates the influence of product trust and price fairness on purchasing decisions. Findings by Yang (2022) show the impact of electronic word-of-mouth (eWOM) on social media on consumer purchase intentions. The results showed that the type of eWOM social media affects social psychological distance and perceived value, which then collectively mediates the influence of eWOM on consumer purchase intention.

However, these findings contradict the research of Wang et al. (2023), who in their study on the intention of visiting eco-friendly hotels, found that perceived value had no significant effect on purchasing decisions. Similar findings are also put forward by Wu and Huang (2023) in the context of digital products, where perceived value does not always have a significant effect on purchasing decisions. This suggests that environmentally-based perceived value may not directly influence a purchase decision. This finding is also strengthened by Lopez and Lacerda (2021) in a study on digital health services, it was found that perceived value does not have a significant influence on customer satisfaction. On the other hand, trust and service efficiency factors are more dominant in determining the level of satisfaction. Chiu and Lin (2020) also found that perceived value does not affect purchase intention when a high level of price competition is a major factor in consumer purchasing decisions.

Against this background, this study aims to explore how Marketing 4.0 with the role of Brand Image, Brand Integrity, Brand Identity, and Brand Interaction elements can affect purchase intention and Customer Satisfaction by mediating Perceived Value. The results of the

research are expected to enrich the marketing literature in the health sector while providing practical recommendations for hospitals to improve branding strategies, service quality, and customer loyalty through the formation of a positive perception of value.

## RESEARCH METHOD

### Research Design

This study uses a quantitative approach with a cross-sectional survey method to analyze the cause-effect relationship between independent variables (Brand Identity, Brand Image, Brand Integrity, Brand Interaction) and dependent variables (Customer Satisfaction, Repurchase Intention) through Perceived Value mediation. Data was collected online in February-March 2025 from a minimum of 200 respondents using private hospital services in Indonesia, selected by snowball sampling technique. The research instrument was a questionnaire based on a 5-point Likert scale, analyzed using Covariance-Based SEM (CB-SEM) to test the validity, reliability, and relationship between variables.

### Research Scope and Model

The study focused on private hospitals in Indonesia, with respondents aged  $\geq 20$  years as the target population. The research model refers to previous studies that examined the influence of Marketing 4.0 elements on customer satisfaction and loyalty, with Perceived Value as a mediator. The hypothesis includes 11 relationships, including the direct influence of branding elements on Customer Satisfaction (H1-H4) and Repurchase Intention (H5b-H8b), as well as the mediating role of Perceived Value (H5a-H8a, H9-H11). The analysis used AMOS with goodness-of-fit indicators (GFI, CFI, RMSEA) and bootstrapping to test the effects of mediation. The results of the study are expected to provide recommendations for branding strategies for private hospitals.

### Research Model

This research model refers to the structure developed by Dash et al. (2021) in the context of the real estate industry, which found that Brand Identity and Brand Image have a significant influence on Customer Satisfaction and Purchase Intention, while Brand Integrity and Brand Interaction do not have a significant relationship. However, this finding contradicts a study by Ghonim (2022) which shows that Brand Image, Brand Integrity, and Brand Interaction significantly influence customer satisfaction, while Brand Identity has a lower influence. Other research by Hossain (2024) found that Brand Identity, Brand Image, and Brand Interaction have a positive impact on purchase intentions.

The differences in the results of this study indicate the existence of industry-specific contexts that need to be tested further, especially in the hospital industry, where patient trust and interaction with hospital brands has a major influence on patient decisions in choosing health services. Taking into account the latest research, this research model also includes Perceived Value as a mediating variable, based on Yang's (2022) study which shows that perceived value of services can increase their satisfaction, which ultimately influences repurchase intentions.

Further research by Cuong (2020) and Saldanha (2023) shows that Perceived Value has an important role in mediating the relationship between branding elements and customer satisfaction, especially in the service sector. However, different results were found in the research of Wang et al. (2023) and Wu & Huang (2023), which show that in several industries such as environmentally friendly hotels and digital products, Perceived Value does not always have a significant effect on

purchasing decisions. In the context of health services, Lopez and Lacerda (2021) found that Perceived Value is not always the main factor in patient satisfaction, but rather factors such as trust in doctors and service efficiency are more dominant.

By considering these various findings, the research model used in this thesis aims to confirm the influence of branding elements in Marketing 4.0 on Customer Satisfaction and Repurchase Intention in the hospital industry and test the mediating role of Perceived Value in the relationship between Branding and Customer Satisfaction.

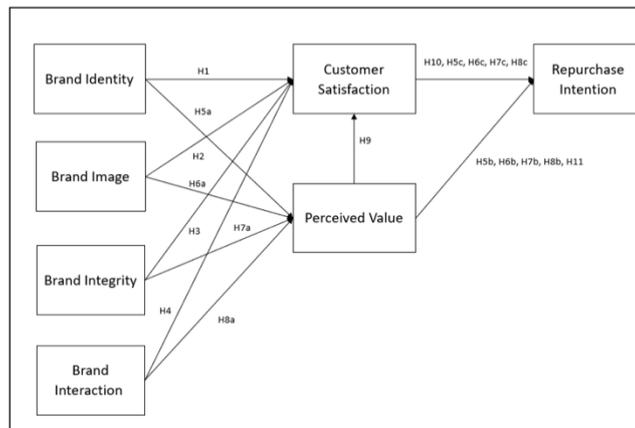


Figure 1. Research Model

## RESULT AND DISCUSSION

### Validity Test Analysis and Reality Test

Table 1. Normality Test Results

Variable	Min	Max	Skew	Q.C.	Kurtosis	Q.C.
M13	2,000	5,000	-,114	-,780	-,334	-,146
PI4	3,000	5,000	-,532	-3,650	-,908	-3,113
PV3	3,000	5,000	-,478	-3,274	-1,130	-3,874
PV2	2,000	5,000	-,072	-,496	,053	,182
PV1	3,000	5,000	-,088	-,604	-,521	-1,788
PI3	3,000	5,000	-,231	-1,582	-,632	-2,167
PI2	3,000	5,000	-,014	-,093	-,261	-,894
PI1	3,000	5,000	-1,089	-7,466	,025	,086
CS3	3,000	5,000	-,628	-4,302	-,863	-2,958
CS2	3,000	5,000	-,178	-1,219	-,595	-2,040
CS1	2,000	5,000	-,065	-,447	-,089	-,306
M12	2,000	5,000	-,171	-1,170	-,770	-2,641
M11	1,000	5,000	-,423	-2,901	-,040	-,138
M10	2,000	5,000	-,266	-1,822	-,674	-2,309
M9	2,000	5,000	-,165	-1,132	-,535	-1,835
M8	3,000	5,000	-,294	-2,018	-,724	-2,482
M7	3,000	5,000	-,709	-4,859	-,467	-1,600
M6	2,000	5,000	-,242	-1,662	-,581	-1,991
M5	2,000	5,000	-,188	-1,291	-,409	-1,402
M4	3,000	5,000	-,237	-1,628	-,684	-2,346
M3	2,000	5,000	-,253	-1,736	-,816	-2,797
M2	2,000	5,000	-,442	-3,031	-,420	-1,440
M1	2,000	5,000	-,477	-3,272	-,576	-1,976
<b>Multivariate</b>					<b>5,051</b>	<b>1,250</b>

Source: Author's Analysis, 2025

Based on the results of the multivariate normality analysis, it shows that the Multivariate Skewness/Kurtosis value of 5.051 with a C.R. of 1.250 is still within acceptable limits. However, some variables show deviations from the normal distribution. Variables that had C.R. skewness values outside the  $\pm 1.96$  limit included PI1 (-7.466), CS3 (-4.302), M7 (-4.859), PI4 (-3.650), PV3 (-3.274), M1 (-3.272), and M2 (-3.031). This shows that the distribution of data on these variables is asymmetrical, with a tendency to tilt to the left or right. In addition, some variables also showed high C.R. kurtosis values, such as PV3 (-3.874), PI4 (-3.113), CS3 (-2.958), M3 (-2.797), and M12 (-2.641), which indicated that the data distribution was more pointed or flatter than the normal distribution.

### Confirmatory Factor Analysis (CFA)

The following are the results of analysis and interpretation of the various indices used. Goodness-of-Fit (GOF) indicators include Chi-Square  $p > 0.05$  (Bagozzi & Yi, 1988), Goodness of Fit Index (GFI) (Jöreskog & Sörbom, 1984), Comparative Fit Index (CFI) (Bentler, 1990), Tucker-Lewis Index (TLI) (Tucker & Lewis, 1973), and Root Mean Square Error of Approximation (RMSEA) (Hu & Bentler, 1999).  $\geq 0,90 \geq 0,95 \geq 0,95 \leq 0,06$

**Table 2. Goodness-of-fit measures**

Goodness of Fit Measures	Cut of Value	AMOS Analysis Results	Model Evaluation
Chi Square	$>0,05$	161,268	Good Fit
Goodness of Fit Index (GFI)	$\geq 0,90$	0,953	Good Fit
Root Mean Square Error of Approximation (RMSEA)	$\leq 0,06$	0,000	Good Fit
Tucker Lewis Index (TLI)	$\geq 0,95$	1,008	Good Fit
Comparative Fit Index (CFI)	$\geq 0,95$	1,000	Good Fit

Source: Author's Analysis, 2025

Based on the results of the Goodness of Fit analysis, all indicators show that the research model has an excellent fit (Good Fit). This indicates that the developed structural model can be used to test the relationships between variables in the study with good and valid results.

### Validity Test Analysis and Reality Test

**Table 3. Results of Loading Factor, Construct Reliability, and Variance Extracted**

Indicators	Variable	Loading Factor	Construct Reliability	Average Variance Extracted
M1	Identity	0,813	0,8725333	0,695406333
M2	Identity	0,861		
M3	Identity	0,827		
M4	Image	0,853	0,88417671	0,718067667
M5	Image	0,875		
M6	Image	0,813		
M7	Integrity	0,785	0,8651565	0,68201
M8	Integrity	0,886		
M9	Integrity	0,803		
M10	Interaction	0,876	0,92470177	0,7545955
M11	Interaction	0,895		
M12	Interaction	0,891		
M13	Interaction	0,810		
CS1	Customer Satisfaction	0,796	0,8821093	0,714171
CS2	Customer Satisfaction	0,856		
CS3	Customer Satisfaction	0,881		
PI1	Repurchase Intention	0,759	0,90089424	0,6950325
PI2	Repurchase Intention	0,863		
PI3	Repurchase Intention	0,872		
PI4	Repurchase Intention	0,836		

PV1	Perceived Value	0,828		
PV2	Perceived Value	0,786	0,84772873	0,649932
PV3	Perceived Value	0,804		

Source: Author's Analysis, 2025

The results of the validity and reliability analysis showed that all research indicators met the feasibility standards, with a Loading Factor (LF) value above 0.70 (highest 0.895 at Brand Interaction/M11 and lowest at 0.759 at Repurchase Intention/PI1), Construct Reliability (CR) of all variables >0.70 (highest 0.9247/Brand Interaction, lowest 0.8477/Perceived Value), and Variance Extracted (VE) >0.50 (highest 0.7546/Brand Interaction, lowest 0.6499/Perceived Value), which confirms the measurement strength, internal consistency, and convergent validity of this research instrument.

### Structural Model Test Analysis

The results of the structural model test in this study are presented as follows:

**Table 4. Structural Model Test Results**

			Estimate	S.E.	C.R.	P	Information
CS	<---	Identity	0,246	,072	3,438	***	Significant
CS	<---	Image	0,121	,061	2,001	,045	Significant
CS	<---	Integrity	0,214	,079	2,687	,007	Significant
CS	<---	Interaction	0,163	,053	3,064	,002	Significant
PV	<---	Identity	0,366	,040	9,084	***	Significant
PV	<---	Image	0,284	,039	7,315	***	Significant
PV	<---	Integrity	0,393	,049	8,087	***	Significant
PV	<---	Interaction	0,261	,032	8,085	***	Significant
CS	<---	PV	0,374	,154	2,435	,015	Significant
PI	<---	CS	0,343	,090	3,800	***	Significant
PI	<---	PV	0,365	,096	3,800	***	Significant

Source: Author's Analysis, 2025

The results of the structural model test showed that all relationships between constructs were statistically significant, where the four elements of Marketing 4.0 branding (brand identity, brand image, brand integrity, and brand interaction) had a positive effect on customer satisfaction ( $p < 0.05$ ,  $CR \geq \pm 1.96$ ) and perceived value, with brand integrity providing the greatest influence (estimate=0.393). Perceived value significantly mediated the relationship between branding elements and customer satisfaction (estimate=0.374,  $p = 0.015$ ) and directly influenced repurchase intention (estimate=0.365,  $p < 0.05$ ), while customer satisfaction was also shown to have a positive impact on repurchase intention (estimate=0.343,  $p < 0.05$ ), confirming the role of branding quality in shaping hospital customer satisfaction and loyalty.

**Table 5. Research Hypothesis Testing Results**

Hypothesis	Original Sample	Conclusion
H1	Brand Identity positively impacts Customer Satisfaction	Hypotheses Supported
H2	Brand Image positively affects Customer Satisfaction	Hypotheses Supported
H3	Brand Integrity positively affects Customer Satisfaction	Hypotheses Supported
H4	Brand Interaction positively affects Customer Satisfaction	Hypotheses Supported
H5a	Brand Identity positively influences Perceived Value	Hypotheses Supported
H6a	Brand Image positively affects Perceived Value	Hypotheses Supported
H7a	Brand Integrity positively affects Perceived Value	Hypotheses Supported
H8a	Brand Interaction positively affects Perceived Value	Hypotheses Supported
H9	Perceived Value positively affects Customer Satisfaction	Hypotheses Supported
H10	Customer Satisfaction positively influences Repurchase Inte:	Hypotheses Supported
H11	Perceived Value positively affects Repurchase Intention	Hypotheses Supported

Source: Author's Analysis, 2025

### Mediation Test Analysis

Mediation test results Perceived Value in this research model is shown in the following Table 6:

**Table 6. Indirect Effect Analysis Test Results**

Items	p-value	Information
Brand Identity -> Perceived Value -> Repurchase Intention	0,003	Significant
Brand Image -> Perceived Value -> Repurchase Intention	0,024	Significant
Brand Integrity -> Perceived Value -> Repurchase Intention	0,02	Significant
Brand Interaction -> Perceived Value -> Repurchase Intention	0,02	Significant
Brand Identity -> Customer Satisfaction -> Repurchase Intention	0,036	Significant
Brand Image -> Customer Satisfaction -> Repurchase Intention	0,024	Significant
Brand Integrity -> Customer Satisfaction -> Repurchase Intention	0,028	Significant
Brand Interaction -> Perceived Value -> Repurchase Intention	0,028	Significant

Source: Author's Analysis, 2025

The results of the indirect influence analysis showed that brand interaction, brand integrity, brand image, and brand identity have a significant influence on repurchase intention and customer satisfaction through the mediation of perceived value and customer satisfaction.

### The Influence of Brand Identity on Customer Satisfaction

The findings of this study show that brand identity has been proven to have a positive and significant effect on customer satisfaction. The results of this study indicate that the stronger the brand identity displayed by the hospital through brand personality, good reputation, and trust, the greater the level of satisfaction felt. This is in line with the results of research by Dash (2021), Bilal et al. (2021), Wang et al. (2019), Kotler et al. (2019), Keller (2020), Hossain (2024) that Brand Identity has a positive effect on Customer Satisfaction. Dash (2021) proves that brand identity plays an important role in building trust and emotional relationships with customers. Research by Bilal et al. (2021) shows that customer perception of a strong brand identity, supported by positive reviews on social networks, significantly increases customer satisfaction. A similar thing is confirmed by Wang et al. (2019), who found that the emotional attributes associated with brand identity have a direct impact on customer satisfaction levels. Kotler et al. (2019) and Keller (2020) add that Brand Identity is a foundation that allows consumers to recognize and understand the unique value of a brand, which ultimately increases their satisfaction. Hossain (2024) also emphasized the importance of Brand Identity and Brand Integrity in building Customer Satisfaction. Research conducted by Aro et al. (2018) revealed that consumers tend to prefer brands that are able to reflect their identity and lifestyle compared to brands that do not. This is reflected in the marketing strategies of some well-known companies that consistently integrate brand identity values into their campaigns. Thus, brand identity plays an important role in building a strong relationship between the brand and the customer (Mao et al., 2020).

### The Influence of Brand Image with Customer Satisfaction

The findings of this study show that Brand Image is proven to have a positive and significant effect on customer satisfaction. These findings indicate that a positive perception of a hospital's brand image that includes elements of mystery, sensuality, intimacy, and trust has an important role in shaping customer satisfaction. Mystery represents emotional appeal through compelling narratives or brand values, while sensuality reflects a positive sensory experience of the environment and hospital services. Intimacy signifies emotional closeness, while trust is the foundation in assessing the credibility and safety of the healthcare services provided. Research by Jin (2022), Irfan (2021), Taghavi et al. (2023) also found that Brand Image positively affects Customer Satisfaction. Jin (2022) shows that consumers tend to be

more satisfied with brands that have a positive image, as this increases their trust and expectations for the product or service. Irfan (2021) supports these findings by showing that consumers' positive experiences of a strong brand image contribute to an increase in overall customer satisfaction.

### **The Influence of Brand Integrity with Customer Satisfaction**

The findings of this study show that Brand Integrity has been proven to have a positive and significant effect on customer satisfaction. Jara et al (2020) and Carlson et al. (2022) also support this finding that Brand Integrity positively influences Customer Satisfaction. According to Jara (2020), brand integrity is defined as the ability of a brand to fulfill its claimed promises to play a key role in building long-term trust. Meanwhile, a study by Carlson et al. (2022) shows that Brand Integrity, which reflects a brand's consistency in fulfilling promises made to consumers, has a significant direct influence on customer satisfaction, particularly in the context of services. The results of this study confirm that brand integrity as reflected in the consistency between promises and service realization is an important factor in shaping patient satisfaction with hospital services. In the context of services, such as healthcare, brand integrity gives customers confidence that the institution not only prioritizes its image, but also truly fulfills the values and commitments conveyed.

### **The Influence of Brand Interaction with Customer Satisfaction**

The findings of this study show that Brand Interaction is proven to have a positive and significant effect on customer satisfaction. The results of this study are in line with Mao et al (2020), Taghavi et al. (2023), Fance et al. (2020) that Brand Interaction directly increases customer satisfaction. Brand Interaction is a key element in creating Customer Satisfaction, especially in the digital era (Mao et al., 2020). In a study by Taghavi et al. (2023) an exploration of Brand Identity, Brand Image, and Brand Interaction shows that these three elements directly improve customer satisfaction and brand performance, especially in the paint and coatings industry. Personalized and responsive brand interactions through digital platforms allow customers to feel more engaged, which ultimately increases their satisfaction. Another study by France et al. (2020) confirms that Brand Interaction, which includes direct communication between customers and brands through social media, improves the customer experience and strengthens their relationship with the brand. These results indicate that the more intense and meaningful the interaction between the hospital as a health service institution and the patient as a consumer, the higher the level of satisfaction felt by the patient. Quality brand interactions, both directly and through digital media, are able to create positive experiences that strengthen customer perception and trust in institutions.

### **The Influence of Brand Identity with Perceived Value**

The findings of this study show that Brand Identity proven to have a positive and significant effect on Perceived Value which means that a strong brand identity is able to increase the value that customers feel towards hospital services. Brand Identity Reflecting the way the institution positions itself in the minds of consumers, whether through symbols, messages, or consistently communicated values. When a brand identity is clearly and authentically designed, it will form a positive and deep perception of the quality and benefits of the services offered. The results of this study are supported by Alvarado-Karste & Guzmán (2020), Jin et al. (2019) who found that Brand Identity affects Perceived Value. Brand Identity reflects how the brand wants to be perceived by the consumer, creating a strong psychological connection between the consumer and the brand, which ultimately increases the value that the consumer feels (Alvarado- Karste & Guzmán, 2020). Jin et al. (2019) assert that Brand Identity Clear and unique creates a strong perception of value through communication of personality and brand uniqueness.

### **The Influence of Brand Image with Perceived Value**

The findings of this study show that Brand Image is proven to have a positive and significant effect on Perceived Value, which means that the more positive the perception of consumers towards the image of the hospital, the higher the value they feel from the services provided. A strong and consistent brand image will strengthen positive associations in the minds of consumers, which ultimately increases the perception of the benefits and advantages of the service. The findings of this study are supported by Adewole (2024) and Ling (2019) that there is a positive correlation and significant influence between brand image and perceived value. A positive brand image can increase Perceived Value in the eyes of consumers (Adewole, 2024). Ling (2019) revealed that there is a positive correlation and significant influence between brand image and perceived value on ecotourism products. Brand image can reflect a personal style that allows travelers to feel social status, show popularity, build a good reputation, and become a featured brand for participants. A positive brand image also helps consumers associate the brand with social and emotional attributes, such as status, uniqueness, and hedonistic rewards (Holmqvist et al., 2020). Studies by Wiedmann et al. (2009) also show that a strong brand image creates social and emotional value, which significantly increases perceived value.

### **The Influence of Brand Integrity with Perceived Value**

The findings of this study show that Brand Integrity has been proven to have a positive and significant effect on Perceived Value. These results are consistent with research conducted by Chae et al. (2020), Carlson et al. (2008). Trust built from brand integrity reinforces the value perceived by consumers through consistent and reliable experiences (Chae et al., 2020). Research by Carlson et al. (2008) shows that brand trust and integrity mediate the relationship between brand elements and consumer value perceptions. The results of this study indicate that the higher the level of integrity shown by a brand through consistency, honesty, and fulfillment of service promises, the greater the value felt by consumers towards the service.

### **The Influence of Brand Interaction with Perceived Value**

The findings of this study show that Brand Interaction is proven to have a positive and significant effect on Perceived Value. It is reinforced by studies conducted by France et al. (2020) and Barros et al. (2020) that pleasant and meaningful interaction experiences with brands increase perceived value perception by consumers. Intensive brand interaction allows consumers to feel value through hands-on experiences and personalization (France et al., 2020). Barros et al. (2020) revealed that pleasant and meaningful interaction experiences with brands increase the perception of value perceived by consumers. Thus, the results of this study confirm that Brand Interaction not only functions as a communication channel, but also as a source of value formation through positive and meaningful customer experiences. In healthcare, building strong brand interactions is one of the critical strategies in creating a high-value perception that drives long-term loyalty and satisfaction.

### **The Effect of Perceived Value on Customer Satisfaction**

The findings of this study show that Perceived Value is proven to have a positive and significant effect on Customer Satisfaction. These results show that the higher the value felt by consumers towards the services received, both in terms of functional, emotional, and social benefits, the greater the level of satisfaction felt. In the context of hospital services, perceived value includes patients' perceptions of the quality of medical services, the comfort of facilities, the empathy of medical personnel, and the suitability between costs and benefits received. The results of this study are in line with the research conducted by Watanabe (2020) and Chuong (2020). Watanabe (2020) points out that Perceived Value plays an important role in the hospitality sector, where consumers tend to feel more satisfied if they receive value that exceeds

their expectations, both in terms of service and facilities. Research by Chuong (2020) also states that Perceived Value is a significant mediating factor in the relationship between service quality and Customer Satisfaction, showing that a good consumer experience can improve their perception of the value of a product or service. Research by Yang et al. (2022) also corroborates that Perceived Value, especially related to emotional and social benefits, makes a significant contribution to customer satisfaction in the tourism sector.

### **The Effect of Customer Satisfaction on Repurchase Intention**

The findings of this study show that Customer Satisfaction is proven to have a positive and significant effect on Repurchase Intention. These results show that the higher the level of customer satisfaction with the services received, the more likely they are to return to hospital services in the future. In the context of healthcare, the satisfaction formed from a consistent, empathetic, and professional experience not only builds positive perceptions, but also strengthens the patient's intention to make a voluntary revisit. The findings of this study are supported by the findings of Wang et al. (2018), Cuong (2021), Hossain et al. (2020), Zhang et al. (2022), Yang et al. (2022). Wang et al. (2018) revealed that a satisfying customer experience increases customer loyalty and drives repurchase decisions, with satisfaction being a key factor in strengthening long-term relationships between customers and brands. In addition, research in the luxury goods sector by Loureiro et al. (2020) confirms that customer satisfaction plays an important role in influencing repurchase decisions, especially through positive emotional experiences and personal connections with brands. In a study by Ali et al. (2021), Customer Satisfaction serves as an important mediator between service quality and repurchase intent, confirming that customer satisfaction is one of the main predictors of customer loyalty.

Another study by Purwoko and Damayanti (2022) in the context of halal cosmetic products in Indonesia shows that customer satisfaction mediates the relationship between Brand Image and repurchase intention. These findings emphasize that a positive customer experience with brands not only increases satisfaction but also strengthens customer loyalty to the brand. Liao et al. (2023), in their study in the context of physical stores, revealed that Perceived Value plays a full mediating role between Brand Image and Repurchase Intention, with Electronic Word-of-Mouth (eWOM) as the moderator. This suggests that customer satisfaction influenced by perceived value directly can increase repurchase intent.

Cuong (2021) found that in the fast-food restaurant industry, product quality and brand image have a positive influence on purchasing decisions and repurchase intentions, with customer satisfaction as a mediating variable. This research corroborates that customer satisfaction is an important element that links positive experiences to consumer loyalty. A study by Hossain et al. (2020) also shows that in the online retail sector, customer satisfaction influenced by a smooth and responsive shopping experience can increase the likelihood of repurchases.

Research by Zhang et al. (2022) in the context of hospitality services also found that customer satisfaction is a significant connecting factor between service quality and repurchase intent, highlighting the importance of providing a consistent, high-quality customer experience. In addition, a study by Yang et al. (2022) in the e-commerce sector shows that customer satisfaction influenced by the platform's ease of use and service transparency significantly affects customer loyalty.

### **The Effect of Perceived Value on Repurchase Intention**

The findings of this study show that Perceived Value is proven to have a positive and significant effect on Repurchase Intention. Watanabe (2020), Yang et al. (2022), Hossain et al. (2020), Lopez et al. (2022) also found that Perceived Value had a positive effect on Repurchase Intention. Watanabe (2020) emphasizes the importance of Perceived Value in predicting trust and purchase intent, especially among Brazilian consumers. Consumers tend to repeat

purchases when they feel that a product or service provides meaningful and trustworthy value. Research by Yang et al. (2022) in the e-commerce sector reveals that Perceived Value, especially emotional and social value, plays a crucial role in driving repurchase intent. Also supported by research by Hossain et al. (2020) in the retail sector shows that the value perceived by consumers, influenced by a responsive and personalized shopping experience, significantly influences repurchase decisions. In the context of healthcare, research by Lopez et al. (2022) shows that perceived value is a major predictor in building patient loyalty, with emotional value and quality of interaction being the most prominent factors.

The results of this study indicate that when customers feel that hospital services provide meaningful benefits both functionally, emotionally, and socially, they tend to have greater intentions to return to use these services in the future. Perceived value not only reflects an assessment of the quality of service compared to the costs incurred, but also includes the overall perception of the experiences, trusts, and emotional relationships built during the service process.

### **Indirect Influence of Brand Identity on Repurchase Intention through Perceived Value Mediation**

The findings of this study show that Brand Identity is proven to have a positive and significant effect on Repurchase Intention through Perceived Value. These results indicate that a strong brand identity that reflects clarity of values, consistency of communication, as well as brand differentiation can form a perception of high value in the minds of consumers, which in turn drives their intention to return to hospital services. In other words, Brand Identity not only influences repurchase intentions directly, but also indirectly through the formation of a positive perception of value. In the context of healthcare, the perception of value formed from a trusted and professional brand identity can create a sense of security, trust, and emotional attachment. This is particularly relevant because patients tend to shape repurchase decisions not only on the quality of medical services, but also on the overall experience of the hospital brand itself.

The mediating role of Perceived Value in the relationship between Brand Identity and repurchase intent has a positive influence (Cuong, 2021) where Brand Identity creates a unique perception of value through the communication of personality and brand uniqueness to consumers. Cuong (2021) also emphasized that perceived value mediates the relationship between brand identity and repurchase intent, where the perceived value consumers of a strong brand identity influences their decision to buy again.

### **Indirect Influence of Brand Image on Repurchase Intention through Perceived Value Mediation**

The findings of this study show that Brand Image is proven to have a positive and significant effect on Repurchase Intention through Perceived Value. Brand image forms symbolic and emotional associations in the minds of consumers which then increases the perception of uniqueness, status, and trust in the service. Perceived Value serves as a bridge between brand image perception and consumer behavioral decisions, particularly in the context of repurchases, which are heavily influenced by the total perceived value of interactions with brands. These findings are in line with research by Liao (2023) which shows that perceived value plays a full mediating role between brand image and repurchase intent, reinforcing the importance of consumer value perception of brand image.

### **Indirect Influence of Brand Integrity on Repurchase Intention through Perceived Value Mediation**

The findings of this study show that Brand Integrity has been proven to have a positive and significant effect on Repurchase Intention through Perceived Value. These results indicate that brand integrity reflected in consistency in keeping promises, honesty, and institutional

responsibility contributes to the formation of a perception of high value in the minds of customers, which ultimately drives decisions to return to using services. In the context of hospitals, brand integrity is very important because it forms patient trust in the credibility and commitment of the institution in providing the best service.

These findings are in line with the study of Chae et al. (2020) which affirmed that Brand Integrity strengthens Perceived Value through a consistent and reliable consumer experience, as well as forms trust that is the basis for loyal behavior. High brand integrity gives the impression that consumers are not only getting the service that they promised, but also a meaningful and valuable experience. Furthermore, Carlson et al. (2008) show that Brand Integrity plays a role in shaping the perception of value which in turn impacts repurchase decisions, especially in the context of services. When consumers feel that a brand is holding fast to the values and commitments it communicates, they are more likely to judge that the brand is worth maintaining and recommending, strengthening the long-term relationship with the brand.

### **Indirect Influence of Brand Interaction on Repurchase Intention through Perceived Value Mediation**

The findings of this study show that Brand Interaction is proven to have a positive and significant effect on Repurchase Intention through Perceived Value. These results indicate that active, personal, and meaningful brand interactions both online and offline can increase perceived value by consumers, ultimately driving decisions to return to hospital services. In the context of health services, forms of interaction such as responsive communication, personal attention from medical personnel, and interactive education are important factors in shaping the perception of value and patient loyalty.

This study is in line with the findings of France et al. (2020), which show that pleasurable and emotionally valuable brand interactions contribute directly to increased Perceived Value, and ultimately drive repurchase intent. Intensive and personalized interactions allow consumers to feel cared for and valued, so that the experience is considered more valuable and worth repeating.

This is also reinforced by Barros et al. (2020) who reveal that Brand Interaction plays a role in shaping emotional and relational values, which in turn reinforces consumers' desire to maintain long-term relationships with brands. Interactions that take place positively not only increase the perception of functional value, but also provide a sense of social connectedness that strengthens loyalty.

### **The Indirect Influence of Brand Identity on Repurchase Intention through Customer Satisfaction Mediation**

The findings of this study show that Brand Identity is proven to have a positive and significant effect on Repurchase Intention through Customer Satisfaction. This research is consistent with the findings of Dash et al. (2021), who stated that Brand Identity plays an important role in creating customer satisfaction, especially through emotional connections and the perception of trust in the brand. Satisfaction built from a strong brand identity then becomes a significant predictor of customer loyal behavior, including the decision to make a repurchase.

Furthermore, Bilal et al. (2021) also showed that Brand Identity that is perceived positively by customers contributes directly to Customer Satisfaction, especially when supported by positive experiences and good reputation. The satisfaction that arises from being connected to this brand identity then strengthens the customer's intention to stick with the same brand.

In addition, Ali et al. (2021) emphasized that Customer Satisfaction plays a key mediator in the relationship between Brand Identity and Repurchase Intention, both in the goods and services sectors. They concluded that a clear brand identity creates trust and emotional comfort for consumers, which triggers long-term satisfaction and loyalty.

In the context of healthcare, the role of Brand Identity is very relevant because a trusted, professional, and communicative hospital identity creates a high sense of security and trust for patients. When expectations for the brand are met and even exceeded, customer satisfaction will increase and ultimately strengthen their intention to return to using the same service.

### **Indirect Influence of Brand Image on Repurchase Intention through Customer Satisfaction Mediation**

The findings of this study show that Brand Image has been proven to have a positive and significant effect on Repurchase Intention through Customer Satisfaction. These results are in line with Irfan's (2021) research, which found that a strong Brand Image contributes significantly to Customer Satisfaction, as consumers tend to feel satisfied with brands that they consider professional and trustworthy. A positive image creates high expectations, and when a service meets or exceeds those expectations, satisfaction is formed.

Furthermore, Taghavi et al. (2023) also stated that Brand Image has a direct influence on customer satisfaction and plays a role in strengthening brand performance, which then impacts repurchase behavior. A well-managed brand image influences a customer's perception of service quality, which is the basis for assessing the overall experience.

Research by Ali et al. (2021) confirms that Customer Satisfaction serves as a key mediator in the relationship between brand elements and Repurchase Intent, including Brand Image. They found that when customers were satisfied with a service that aligned with the brand image they trusted, they were more likely to stick with the product or service.

In addition, Yang et al. (2022) in the context of e-commerce also found that a strong brand image creates significant emotional satisfaction, which ultimately influences loyalty and repurchase intent. This shows that brand image not only serves as a communication tool, but also as a psychological foundation in shaping long-term relationships between customers and service providers.

### **Indirect Influence of Brand Integrity on Repurchase Intention through Customer Satisfaction Mediation**

The findings of this study show that Brand Integrity has been proven to have a positive and significant effect on Repurchase Intention through Customer Satisfaction. When a brand is able to show integrity, namely consistency between promises and actions, transparency, and honesty in service, it will increase customer satisfaction. High satisfaction with service integrity then encourages customers to have greater intention in making a repurchase.

These findings are in line with research by Jara et al. (2020), which assert that brand integrity creates a sense of trust and confidence in customers, which in turn reinforces their satisfaction with the services received. Brands that consistently meet expectations and uphold the value of honesty will create experiences that are considered reliable, which is the main foundation for building loyalty.

In addition, Carlson et al. (2008) also stated that Brand Integrity is one of the core elements in forming Customer Satisfaction, because consumers judge brands based on their ability to keep communicated promises. The satisfaction that arises from the perception of integrity then becomes a determining factor in the formation of repurchase intentions.

In more recent research, Ali et al. (2021) also showed that Customer Satisfaction plays an important role as a mediator in the relationship between brand dimensions, including integrity, and Repurchase Intention. They found that satisfaction becomes an affective response of a customer's positive experience to real-world brand promises.

Thus, the results of this study reinforce that Brand Integrity not only influences the direct perception of customer loyalty, but also shapes a satisfactory service experience, which ultimately drives the decision to continue to use hospital services on a recurring basis.

## **Indirect Influence of Brand Interaction on Repurchase Intention through Customer Satisfaction Mediation**

The findings of this study show that Brand Interaction is proven to have a positive and significant effect on Repurchase Intention through Customer Satisfaction. These findings are reinforced by a study by France et al. (2020) which showed that intensive and meaningful brand interactions can increase customer satisfaction and strengthen their loyalty to brands. Positive interactions create a pleasant emotional experience, which consumers then translate as a form of care and added value from the brand.

Other research by Ali et al. (2021) also shows that Customer Satisfaction is an important mediator between various dimensions of brand—including brand interaction—and Repurchase Intention. They found that customers who are satisfied with a pleasant interaction experience are more likely to maintain a relationship with the brand, including in the form of repurchases.

In the digital context, Barros et al. (2020) added that interactions through social media and digital platforms create more personalized relationships, which has an impact on increased satisfaction and loyalty. This is especially relevant in the era of Marketing 4.0, where emotional engagement and customer experience are the keys to a brand's success.

These findings confirm that Brand Interaction plays an important role in shaping customer satisfaction, and Customer Satisfaction plays a key mediating channel in the relationship between brand interaction and repurchase intent. In the hospital sector, this highlights the importance of responsive, personalized, and empathetic communication and service strategies as a foundation for building long-term patient loyalty.

## **CONCLUSION**

Based on the results of this study where a survey was conducted on 282 respondents who were dominated by women aged 20-35 years, domiciled in Greater Jakarta, had a S1 education, worked as a private employee, and had an income of around 5,000,000 - 15,000,000 per month using the Covariance-Based SEM (CB-SEM) approach and AMOS software, it was found that all hypotheses in this research model were significantly supported. In particular, the four elements of branding have been proven to have a positive and significant effect on perceived value and customer satisfaction. Furthermore, perceived value acts as a mediator in the relationship between Marketing 4.0 branding elements and customer satisfaction and repurchase intention. Both customer satisfaction and perceived value have also been proven to directly influence repurchase intention, demonstrating the importance of a valuable and satisfying customer experience in forming loyalty to hospital services. These findings empirically support the theory of Marketing 4.0 and enrich the literature on the influence of branding elements on customer behavior in the context of healthcare.

This research provides practical implications for private hospitals to strengthen Marketing 4.0-based branding strategies, focusing on brand identity consistency, positive image management, service integrity, and personalized digital interactions to increase perceived value and customer satisfaction. Theoretically, these findings strengthen the validity of the Marketing 4.0 framework in the context of healthcare and affirm the role of perceived value as a key mediator. However, the study has limitations, including potential bias in filling out online questionnaires, cross-sectional designs that do not capture longitudinal changes, and have not tested differences in responses based on demographic segmentation. These findings provide the basis for further research with a longitudinal approach and more in-depth segmentation analysis.

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