

Gap Analysis of Brand Identity and Brand Image of First Class Informal Segment of BPJS Kesehatan

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ABSTRACT

This study aims to examine the difference of brand identity which is established by BPJS Kesehatan and 1st class informal segment customers in the first class services. The first phase of the study first class services brand identity obtained from interviews with management. Further collection of data consumer perception through questionnaires and concludes with an analysis of the gap between brand identity and brand image. The object research amounted to 120 respondents in Java Island and that is a 1st class informal segment. Sampling method used is purposive sampling, whereas for data collection was obtained from questionnaires distribution. Likert Like scale of measurement data. Statistical method used is descriptive analysis, ANOVA, gap analysis. This research shows that the customer brand image of BPJS Kesehatan first class services is good. There is no different brand image between customers which ever got services and never got services.

Keywords: Gap analysis, Brand Identity, Brand Image

1. INTRODUCTION

1.1 Company External Environment

Since it was officially launched on January 1, 2014, the growth of JKN program participants has experienced significant growth in the last 3 years. Based on data from BPJS Kesehatan, the number of Indonesians who joined JKN program participants reached 186,602,571 people or 72.60% of the total Indonesian population (BPJS Kesehatan, 2018), where from the data the number of participants coming from the participants segment was informal segment or individuals reached 24,737,104 or 13.26%. This achievement is certainly very contrasting considering the insurance literacy of Indonesian people is still low.

1.2 Company Internal Environment

The implementation of inpatient services on the Health Insurance program is basically a partnership between the BPJS Kesehatan and the Hospital. In this partnership BPJS Kesehatan management has determined the technical requirements that must be met by the Hospital as an effort to build an identity brand for BPJS Kesehatan inpatient services. The identity brand that has been well developed by management is certainly expected to get a good brand image also by BPJS Kesehatan participants, so that BPJS Health participants can feel satisfied and have an impact on the participants' loyalty to regularly pay contributions each month. Some studies show a positive correlation between brand identity and brand image with customer loyalty and satisfaction (Minkiewicz, 2007).

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1.3 Problem Formulation

In this study, the author must be able to obtain accurate data from BPJS Kesehatan management on brand identity that is built on first class services. Furthermore, the writer must be able to identify the existing brand image in the first class informal segment of BPJS Kesehatan. This research is very interesting because the authors obtained differences in brand identity and brand image of the first class informal segment for the services provided by BPJS Kesehatan, even the factors that influence these differences.

2. LITERATURE REVIEW

2.1 Brand

According to the American Marketing Association (AMA) in Kotler and Keller (2016: 51), a brand is a name, provision, sign, symbol, or design, or combination that is intended to identify an item or service of a seller or seller group, and to distinguish them from their competitors. Simply put, if a marketer creates a name, logo, or symbol for a new product, then he has created a brand.

2.2 Product

According to Keller (2013: 31), Products are anything that can be offered to the market to attract attention, acquisition, use, or consumption that can meet needs or desires. Products can be in the form of goods or services explaining that there are 5 levels of the meaning of a product, namely: a) The core benefit level, b) The generic product level / c) The expected product level, d) The augmented product level, e) The potential product level

2.3 Brand Identity

Cravens and Piercy (2013,266) explain that brand identity is a unique unit of brand association that wants to be created or maintained. To identify a brand based on a product or company, David Aaker develops the identification of a brand based on 2 things namely the brand as a person and the brand as a symbol. Brand as a person (brand personality) sees a brand as having an identity that exceeds that of a product or company that has a positive impact on customer relations and perceived value. While the brand as a symbol plays a role in building a visual image, figuratively, and inheritance.

2.4 Brand Image

Keller (2013: 76) explains that brand image is a consumer's perception of a certain thing. This perception can be formed from information or past experiences of consumers on the brand. Creating a positive brand image can strengthen a brand in consumer memory. There are two elements of the brand association that must be considered, among others, the brand attribute and the brand benefit itself. Brand attribute is a descriptive feature that characterizes a product or service, while brand benefits are personal judgments and meanings that consumers give to product or service attributes.

2.5 Brand Identity and Brand Image Gap

From the explanation of the theory of Brand Identity and Brand Image above, we can understand that basically the two things are very different. However, a successful company must be able to harmonize these differences. The smaller the gap that occurs between brand identity that is built by a company with a brand image that is accepted or perceived by consumers, then a marketing has managed to communicate everything that is built by the company's management of consumers.

2.6 Market Segmentation

The accuracy of determining market segmentation can affect the accuracy of the formation of a product's brand identity. According to Tjiptono and Chandra (2012: 150) explain that market segmentation can be interpreted as a heterogeneous grouping of whole markets into groups or segments that have similarities in terms of needs, desires, behaviors and / or responses to specific marketing programs.

3. RESEARCH METHODOLOGY

3.1 Research Design

The research design used to analyze the gap between brand identity and brand image is a description analysis that is assessing the characteristics of a data. According to Zikmund et al (2013: 53), descriptive research aims to describe the characteristics of an object, person, group, organization or environment.

3.2 Method of Collecting Data

The research model used is qualitative and quantitative research which is divided into two stages of research. In the first stage, the research was conducted qualitatively by interviewing informants from the BPJS Health management at the Central and Branch levels regarding the identity of first class BPJS Kesehatan services, while in the second stage the research was conducted quantitatively by survey method using a questionnaire.

3.4 Table

The analysis used to determine the brand image of BPJS Kesehatan first class services from the perspective of first class BPJS Kesehatan participants in this study was descriptive statistics. This method is used to determine the characteristics of the data used in a study. According to Sugiyono (2007), descriptive analysis is a statistic used to analyze data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to the public or generalizations.

The characteristics of the data are described in each question item whose results are interpreted in a rating scale as follows:

- a. Score 1-1.5 : Strongly Disagree / Very Disagree
- b. Score 1.6 – 2.5 : Disagree / Not Good
- c. Score 2.6 – 3.5 : Agree / Good
- d. Score 3.6 – 4: Strongly Agree / Very Good

The following are descriptive statistics of the question items and variables used in this study

Table 1. Descriptive of Brand Image

No	Statement	Average Score	Standard Deviation	Interpretation
1	I do not differentiate of service between being BPJS Kesehatan participant and non-participant	2.9333	0.98504	Good
2	Easy hospital administration	2.9417	0.91941	Good
3	There is no deposit money to get first class services	3.2333	0.89568	Good
4	I always get services same with the standard first class	3.1083	0.88684	Good
5	I think first class standard of BPJS Kesehatan same with standard of first class services	3.2292	0.68491	Good
	Totally Brand Image	3.0892	0.70563	Good

3.5 Illustration

As a reference in conducting research and to clarify the relationship between concepts, a research framework is needed that describes the gap between brand identity and service brand image class 1 BPJS Health as illustrated in the following chart:

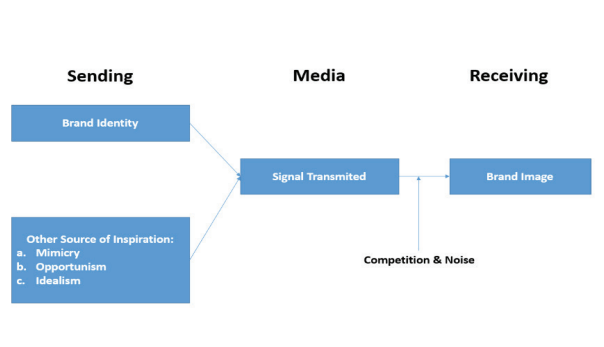


Figure 1. The Relationship of Brand Identity and Brand Image

4. RESULTS

The core or final analysis used is a gap analysis between BPJS Health Class 1 Service Brand Identity and Brand Image from the perception of BPJS Health Class 1 Participants. From the results of data processing, the Brand Identity value in this study is perceived to be the best value, namely a score of 4 = “Strongly Agree/Very Good”, where the formulation of Brand Identity has been planned very well by BPJS Kesehatan management.

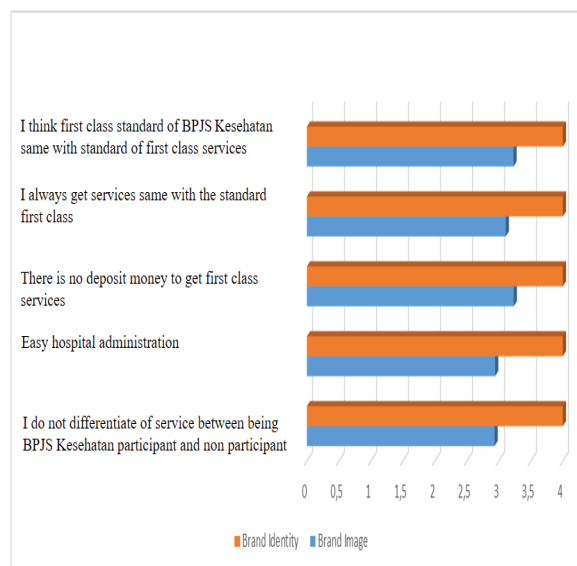


Figure 2. Gap of Brand Identity and Brand Image

In the graphic image, we can see that the majority of respondents who are first class participants of BPJS Kesehatan agree with the brand identity appointed by BPJS Kesehatan. On the item to get class 1 service, you do not have to provide a deposit before undergoing treatment, the respondent gives the highest score for the statement. It can be seen from its brand image value is 3.2333.

While the lowest value was given by respondents for the statement that services were not differentiated between BPJS Kesehatan Participants and Non BPJS Kesehatan Participants, namely 2.9333. This value is the lowest value of all assessments of the BPJS Kesehatan first class service brand identity.

5. DISCUSSION

5.1 First Class Brand Identity Service of BPJS Kesehatan

The following are the elements that are owned by BPJS Kesehatan first class service brand identity:

1. First Class BPJS Kesehatan services are the same as first class service and standard first class exist in hospitals without any differentiation.
2. Administration to get easy service.
3. Participants are not asked to provide a deposit or deposit before getting service.
4. Inpatient rooms for first class BPJS Kesehatan participants are adjusted to first class Hospital care rooms.
5. Participants will get standard first class service room facilities, namely:
6. 1 room contains a maximum of 2 beds.
7. Room area of at least 12 square meters
8. There is a clean indoor bathroom
9. There is a television that works well

5.2 Brand Image from BPJS Kesehatan Participants Perception

The overall brand image has a perception value of an average answer of 3,0892 which means the respondent states agree in answering items statement about Brand Image Class 1 BPJS Kesehatan Services. Therefore Brand Image for Class 1 Services BPJS Kesehatan can be concluded Good.

5.3 Testing Brand Image Items Based on Experience in Getting First Class BPJS Kesehatan Services

First class BPJS Kesehatan Services Brand Identities are:

1. There is no difference in the brand image of the services of BPJS Kesehatan Participants and Non Health Participants BPJS among respondents who have received service with respondents who have never received class 1 BPJS Kesehatan services.
2. There is no difference in the brand image of administering at Easy Hospital between respondents who have received service with respondents who have never received class 1 BPJS Kesehatan services.
3. There is no difference in the brand image of the item not having to give a deposit before getting class 1 service among respondents who have received service with respondents who have never received class 1 BPJS Kesehatan services.
4. There is no difference in brand image over items that always get class 1 service space between respondents who have received service with respondents who have never received class 1 BPJS Kesehatan services.
5. There is no difference in brand image of standard class 1 service items in accordance with the general standards of class 1 services among respondents who have received service with respondents who have never received class 1 BPJS Kesehatan services.

Testing Brand Image Items Based on the Experience of Getting Fee Paying Routines

1. There is no difference in service between BPJS Health Participants and Non BPJS Health Participants among respondents who routinely pay contributions with respondents who do not routinely pay contributions.



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2. There is no difference in the brand image of administering at the hospital. It is easy for respondents who routinely pay contributions with respondents who do not regularly pay contributions.
3. There is no difference in the brand image of items not having to provide a deposit before getting first class service between respondents who routinely pay contributions with respondents who do not regularly pay contributions.
4. There is a difference in brand image of items always getting class 1 service space between respondents who routinely pay contributions with respondents who do not routinely pay contributions.
5. There is no difference in brand image of standard class 1 service items in accordance with the general standards of class 1 services among respondents who routinely pay contributions with respondents who do not routinely pay contributions.

5.4 Brand Identity Gap Analysis with Brand Image First Class of BPJS Kesehatan Services.

From the results of data processing, the value of Brand Identity in this study is perceived with the best value, which is a score of 4 = "Strongly Agree / Very Good", where the formulation of Brand Identity has been very well planned by BPJS Kesehatan management.

5.5 Brand Position in Matrix Derby Brands

From the results of the gap analysis between brand identity and brand image class 1 BPJS Health services, it can be described that the class 1 BPJS Health service position falls into the Blind Horse category

6. CONCLUSION

The brand image formed by PBPU participants on class 1 BPJS Kesehatan services is as follows:

1. In general, the brand image formed by PBPU participants on class 1 BPJS Kesehatan services is good. This refers to the results of data analysis which shows that each statement item is answered by agreeing.
2. There is no difference in brand image perceptions in each item's brand identity statement on respondents based on their experience of getting class 1 BPJS Kesehatan services. Whereas based on the routine of paying contributions, there are differences in brand image perceptions on brand identity items "Inpatient room for class 1 BPJS Kesehatan participants is adjusted to class 1 hospital care rooms"
3. The gap that occurs between brand identity and brand image is quite far even though it is still in the good category.

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