

The Effect of Product Innovation and Corporate Image on Patient Visit Intentions with Perceived Value as Intervening Variables in medical check-up Services at RSUD Dr. Dradjat Prawinegara Serang

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ABSTRACT

Background: The community's need for hospitals has shifted, no longer only serving the illnesses they suffer, but in suffering from illnesses the community needs hospitals according to their wishes that are able to fulfill their comfort and satisfaction. People with various characteristics are very selective in choosing hospital health services. People will choose a hospital that they find satisfactory. **Objective:** The purpose of this study is to analyze the effect of product innovation and corporate image on patient visit intentions with perceived value as an intervening variable in medical check-up services at RSUD Dr. Dradjat Prawinegara Serang. **Method:** This research is included in the type of explanatory causality research. Product innovation and corporate image are the independent variables in this study. While the dependent variable in this study was the patient's intention to visit and the intervening variable in this study was perceived value. The population in this study were all patients at the medical check-up installation at Dr. Dradjat Prawinegara Serang. The sample measurement used the Maximum Likelihood Estimation (MLE) method, so that the sample size was determined in the study as many as 200 respondents. This study used the Structural Equation Model (SEM) approach with a measurement model using the Smart PLS version 3 program. **Results:** The results of the study found that product innovation and corporate image had a significant effect on patient visit intentions with perceived value as intervening variables. Product innovation and corporate image have a significant effect on perceived value. And finally, there is a significant influence between product innovation, corporate image, and perceived value which has a significant effect on patient visit intentions. **Implications:** Users of a service will be more confident in using the service if their perceived value is high. Then innovation is felt to be important for the hospital, because service users can directly enjoy it, especially in increasing customer satisfaction. In addition, simply perceiving a good corporate image is enough for customers to lead to repurchase intentions.

Keywords: Corporate image, perceived value, product innovation, visit intention.

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I. INTRODUCTION

The hospital is a capital-intensive, technology-intensive organization with different educational backgrounds. The community's need for a hospital will shift, no longer only serving the ailments that are suffered, but when suffering from an illness, the community needs a hospital according to their wishes that is able to fulfill their comfort and satisfaction. People with various characteristics are very selective in choosing hospital health services. People will choose a hospital that they find satisfactory. This is supported by the technology that every hospital has in providing hope for recovery for its patients. Every hospital tries to offer its advantages so that prospective patients are interested in using its services (Ali *et al.*, 2018).

One of the health services provided by the hospital is the medical check-up (MCU) service. A medical check-up is a comprehensive health examination that is carried out to detect early symptoms or risk factors for disease in the body so that it can take anticipatory steps before the disease appears and develops (Ali *et al.*, 2018). In Serang district, there is one institution that plays a role in the health sector, namely RSUD Dr. Dradjat Prawiranegara. Service facilities that have been provided by RSUD Dr. Dradjat Prawiranegara, Serang Regency, to carry out health services to the community have become complete and more sophisticated, and even facilities, infrastructure, and human resources are still being developed in order to face the era of globalization and the era of competition between hospitals.

The process of making examination results at the Medical Check Up at RSUD Dr. Dradjat Prawinegara Serang still uses the manual method, namely only recording the results of the examination in the medical record archive and not entering it into the existing application system at the medical check-up. This method requires a long time of about 3 to 1 week in the process of making a medical check-up examination result by collecting examination data. The results of observations made by researchers at RSUD Dr. Dradjat Prawinegara Serang obtained information that there were often complaints from patients (customers) about medical check-up services. In addition, monthly reports at Dr. Dradjat Prawinegara Serang show that in recent years, there has been a significant increase and decrease in the planned target for the number of medical check-up patient visits.

Consumers using medical check-up services depend on each of the needs needed, so it differs in individual decision-making. The purchase decision is the consumer's evaluation stage that forms a preference for the brand in the choice set. In some cases, consumers may decide not to formally evaluate each brand. In the context of the healthcare industry, patient behavioral intentions are represented regarding intentions to revisit for further treatment and to recommend friends, family, and others to a particular hospital. The results of observations of the number of visits to the Medical Checkup Installation from 2019 to 2021 at Dr. Dradjat Prawinegara Serang, pointed out that it is important to consider consumer behavior intentions, which may play an important role in measuring the success of service companies, especially health services at RSUD Dr. Dradjat Prawinegara Serang.

The first thing that can affect consumer behavior intentions is product innovation. Product innovation refers to changes that improve design, materials, feel, look, capacity, functionality, and the overall user experience. Improvements can be tangible, such as a physical product, or intangible, such as software or services. Product innovation helps companies stay relevant in their market and continue to grow and develop over time. The company's ability to innovate is considered important for its long-term sustainability (Guthrie, 2021). With the innovation obtained, consumers must also carry out vicarious innovation or a learning process, which means obtaining new product information. In terms of attitude, the magnitude of the positive influence of attitude on purchase intention is smaller when product innovation is low than when it is high. However, attitude has a significant and positive effect on purchase intention regardless of the perceived level of product innovation.

Then, a good impression or image of the company, product, or service will be the key to increasing consumer purchase intentions. Corporate image is considered to have a role in influencing consumer purchasing decisions, especially when service competition is considered almost identical in terms of performance, price, and form of availability (Andreassen & Lanseng, 1998). Therefore, corporate image helps companies create their own competitive advantages compared to other competitors. The negative corporate image that arises will reduce customer loyalty and make customers leave the company or no longer use the products or services produced by the company, while a positive corporate image can foster customer loyalty and make customers continue to

use the products or services produced (Ruben & Steward, 1998). In addition, buyers must take into account perceived value, which requires evaluating the product's acquisition or entirely new characteristics.

The research results obtained by Eksananda and Indarwati (2022) show that product innovation and brand image have a positive and significant effect on product purchase intentions. Furthermore, Chen *et al.* (2017) found that perceived value has a positive and significant effect on purchase intention. However, research conducted by Khoo (2020) found that corporate image did not have a significant effect on intention to return but had a significant positive effect on word of mouth.

Seeing the results of research by several previous studies showed inconsistent results between one researcher and another. Some researchers found that corporate image had a significant effect on intention to return, but on the other hand, there were researchers who found corporate image had no significant effect on intention to return. This condition indicates that there are still inconsistent results of research findings that give birth to research gaps.

II. OBJECTIVE

This study was conducted with the aim of analyzing the effect of product innovation and corporate image on patient visit intentions with perceived value as an intervening variable in the medical check-up service at RSUD Dr. Dradjat Prawinegara Serang.

III. METHOD

A. Design

This research is included in the type of explanatory causality research, namely research that refers to research studies that aim to explain why certain events occur in certain situations. The independent variables in this study are product innovation and corporate image. The dependent variable in this study was the patient's intention to visit, and the intervening variable in this study was perceived value.

B. Sample, Sample Size, and Sampling Technique

The population in this study were all patients at the medical check-up installation at Dr. Dradjat Prawinegara Serang. Sample size is calculated in SEM modeling using the Maximum Likelihood Estimation (MLE) method.

The recommended minimum sample size for stable MLE (Maximum Likelihood Estimation) is 100 to 200, so this study uses a recommended sample of 200 respondents. In this study, the subjects were medical check-up installation patients who met the inclusion criteria.

C. Instrument for Data Collection

The main data in this study uses primary data, which is obtained from the results of distributing questionnaires through online surveys carried out for ease of collection using the Google form. Secondary data is data that comes from journals, books, internet sites, or other sources used in searching for theoretical references, journals, and supporting data that researchers need.

D. Data Analysis

The validity of a research result is primarily determined by the measuring instrument used. If the measuring instrument is invalid and unreliable, the research results will not reflect the actual situation. Two tests are needed, namely validity and reliability, to test the seriousness of the respondents' answers. Data analysis used the Structural Equation Model (SEM) approach with a measurement model using the Smart PLS program version 3.

IV. RESULTS

A. Demographic Data

Most respondents were female, as many as 113 (56.5%). These results indicate that visitors to the medical check-up installation at Dr. Most of the Dradjat Prawinegara Serang are women. Furthermore, most respondents were 36-45 years old, as many as 86 (43%).

TABLE I: CHARACTERISTICS OF RESPONDENTS

Respondent Profile	Amount	Frequency
Gender		
Man	87	43.5%
Woman	113	56.5%
Total	200	100%
Age		
< 25 years	15	7.5%
26-35 Years	25	12.5%
36-45 Years	86	43%
> 41 Years	74	37%
Total	200	100%
Last education		
High school or equivalent	27	2.5%
Diploma	4	2%
Bachelor	91	51.5%
Postgraduate	78	4%
Total	200	100%
Type of work		
Student	27	13.5%
Private sector employee	69	34.5%
Self-employed	59	29.5%
Other	45	22.5%
Total	200	100%
Many Visits		
< 3 times	109	54.5%
3-5 times	67	33.5%
6-9 times	23	11.5%
> 9 times	1	0.5%
Total	200	100%

Thus, most visitors to the medical check-up installation at Dr. Dradjat Prawinegara Serang are 36-45 years old. Respondents in this study stated that their last education was Bachelor (S1) as many as 91 respondents (45.5%). These results indicate that most visitors to the medical check-up installation at Dr. Dradjat Prawinegara Serang have a bachelor's degree (S1). Furthermore, 69 respondents (34.5%) had jobs as private employees. So, the majority of respondents have jobs as private employees. Moreover, finally, 109 respondents (54.5%) stated that the number of visits was less than three times. So, it was concluded that most respondents visited less than three times.

B. Research Instrument Calibration

Testing the data analysis requirements in this study was obtained from the calculation results of the PLS algorithm, which indicated the loading or outer loading factor values to

determine convergent validity, cross-loading to determine discriminant validity, composite reliability, Cronbach's alpha and AVE (Average Variance Extracted) values to determine the reliability. All loading factor values of each indicator used to quantify product innovation, corporate image, value perception, and visit intention variables are known to be more than 0.7. This demonstrates that all indicators used to assess these variables are valid or have demonstrated convergent validity. As a result, the researcher has decided to include all statements on the variables of product innovation, corporate image, perceived value, and visit intentions that will be used, namely six statements for product innovation, eleven statements for corporate image, ten statements for value perception, and ten statements for visit intentions. It is known that all the loading factor values of each indicator used to measure the visit intention variable are above 0.7. This proves that all indicators used to measure visit intention variables are valid or have met convergent validity. Therefore, the decision of the researcher is to include all of these statements. Statements on the visit intention variable that will be used are 10 statement items.

TABLE II: AVE (AVERAGE VARIANCE EXTRACTION) RESULTS FROM THE RESEARCH MODEL

Variable	AVE Value
Product Innovation	0.751
Corporate Image	0.706
Perceived Value	0.724
Visit Intentions	0.720

Discriminant validity testing was carried out by looking at the AVE value. It can be explained that in the variable product innovation, company image, perceived value, and visit intentions, as seen from Table III, the AVE value of the research model for all variables has a value above 0.5 so that the AVE value for discriminant validity testing has fulfilled for further testing. Thus, the discriminant validity test and the convergent validity test have been fulfilled.

TABLE III: COMPOSITE RELIABILITY RESULTS FROM THE RESEARCH MODEL

Variable	Composite Reliability
Product Innovation	0.948
Corporate Image	0.963
Perceived Value	0.963
Visit Intentions	0.963

The composite reliability value of the research model shows that each variable has a composite reliability value above 0.7, with the lowest value being 0.948 from the product innovation variable and the highest value being 0.963 from the company image, perceived value and visit intention variables. From these results, it can be concluded that the research model meets the value of composite reliability.

TABLE IV: CRONBACH'S ALPHA RESULTS FROM THE RESEARCH MODEL

Variable	Cronbach's Alpha
Product Innovation	0.934
Corporate Image	0.958
Perceived Value	0.957
Visit Intentions	0.957

The Cronbach's alpha value from the research model shows that each variable has a Cronbach's alpha value above 0.6, with the lowest value of 0.934 from the product innovation variable and the highest value of 0.958 from the company-

wide variable. From these results, it can be concluded that the research model meets the value of Cronbach's alpha.

C. Model Structural Testing

The coefficient of determination measures how far the model can explain the dependent variable's variance. The value of the coefficient of determination is between 0 and 1. The coefficient of determination (R^2) value is close to 1. The R-squared (R^2) value explains how much the hypothesized independent variables in the equation can explain the dependent variable.

TABLE V: TEST RESULTS FOR THE COEFFICIENT OF DETERMINATION

Variable	R-squared value
Visit Intentions	0.970
Perceived Value	0.795

The R-squared value on the visit intention variable of 0.970 can explain the relationship between constructs based on the R-square value. This indicates that 97% of the visit intention variable can be influenced by product innovation, company image, and perceived value. Furthermore, the R-squared value on the perceived value variable is 0.795. This indicates that product innovation and company image variables can influence 79.5% of the perceived value variables.

D. Characteristics of Respondents

Most respondents, 113 (56.5%), were female, while the remaining 87 (43.5%) said they were male. These findings reveal that most of Dr. Dradjat Prawinegara Serang medical check-up installation visitors are women. Additionally, the bulk of responders (86/43) are between 36 and 45. In addition, 74 respondents (37%) said that they were over the age of 46. Meanwhile, 25 respondents (12.5%) stated that they were between the ages of 26 and 35, while the remaining 15 (7.5%) stated that they were under 25. These statistics suggest that most visitors to the medical check-up installation at Dr. Dradjat Prawinegara Serang are 36-45 years old.

In this survey, respondents who indicated their last education as Bachelor (S1) were 91 (45.5%), respondents who said their last education as Postgraduate (S2) were 78 (39%), respondents who stated their last education as SMA were 27 (13.5%), and the remaining 4 (2%) stated their

education as Diploma. According to these findings, most visitors to Dr. Dradjat Prawinegara Serang medical check-up installation had a bachelor's degree (S1). There are 69 responders (34.5%) who work as private workers. Additionally, 59 responders (29.5%) work as entrepreneurs. However, 45 (22.5%) respondents had other occupations, and 27 (13.5%) were students. According to these findings, most respondents work as independent contractors. Those that specified the number of visits fewer than three times were 109 respondents (54.5%). Additionally, 67 respondents (33.5%) claimed they had visited 3-5 times. Meanwhile, 23 respondents (11.5%) said they visited 6-9 times, while 1 (0.5%) said they came more than five times. According to these findings, most respondents visited fewer than three times.

E. Hypothesis Testing

Table VI shows that all hypotheses can be accepted because the p-values are smaller than 0.05. Product innovation and corporate image significantly influence visit intentions, with perceived value as an intervening variable. Then, there is a significant influence of product innovation and corporate image on perceived value. Finally, there is the influence of product innovation and corporate image on visit intentions.

V. DISCUSSION

A. Effect of Product Innovation and Corporate Image on Visit Intentions with Perceived Value as Intervening Variables

The first hypothesis shows that product innovation and corporate image significantly affect visit intentions with perceived value as patient intervening variables in the medical check-up service at Dr. Dradjat Prawinegara Serang. The three-box method analysis on product innovation indicators for visitation intentions obtained the lowest average indicator value, where the lowest score was found in item IP6, namely "Serang Hospital has the ability to design service systems to be faster based on technology."

TABLE VI: PATH COEFFICIENT RESULTS, T-STATISTICS, AND P-VALUES

	Original Sample	T Statistics	P-Values	Conclusion
Perceived Value → Product Innovation → Visit Intentions	0.058	2,169	0.031	H1a Accepted
Corporate Image → Value Perception → Visit Intentions	0.053	2,463	0.014	H1b Accepted
Perceived Value Product Innovation →	0.470	3,655	0.000	H2 Accepted
Corporate Image → Value Perception	0.430	3,133	0.002	H3 Accepted
Product Innovation → Visit Intentions	0.468	6,796	0.000	H4 Accepted
Corporate Image → Visit Intentions	0.413	5,364	0.000	H5 Accepted
Perceived Value → of Visit Intentions	0.124	3,406	0.001	H6 Accepted

This shows that some patients still have not experienced the fast service system based on current technology. If this continues to happen, it can affect the behavior of visitors to make repeat visits to the MCU installation at RSUD Dr. Dradjat Prawinegara Serang. Companies must be able to create an innovation that is right on target by observing customer preferences, which sometimes have changing needs and are difficult to articulate. Fu and Elliott (2013) found consistent results, where the relationship between purchase intention is stronger for consumers who perceive more

innovative products than those who do not.

Three-box method analysis on the corporate image indicator for visitation intentions obtained the lowest average indicator value, where the lowest score was in item 4, namely "MCU installation medical personnel can respond quickly to any complaints from visitors to the MCU installation," with an index of 151.3. This indicates that there are still medical personnel at the MCU whose response is inappropriate to address any complaints from visitors to the MCU installation. A bad corporate image can result in the company's continuity

because it can affect all elements of the company. Positive perceptions of consumers about corporate image will increase with increasing consumer experience when utilizing services. In their research, Melisa *et al.* (2020) found that corporate image indirectly has a significant effect on purchasing decisions through perceived value.

The three-box method analysis on the indicator of the perceived value of visitation intentions obtained the lowest average indicator value where the lowest score was found in item 5, namely "After doing the MCU at Serang Hospital, I know more about my health condition," with an index of 145.8. This means there are still respondents who think there is no information related to the respondent's health condition after carrying out a medical check-up at Dr. Dradjat Prawinegara Serang. Measuring customer satisfaction occurs only when consumer expectations match existing expectations; not only because consumers are satisfied with a product/service does not mean that the product/service is of good value. So, management needs attention because the concept of visitor value has developed from the development of two important dimensions of consumer behavior, one of which is from a psychological perspective of what influences product choice: the emotional aspect or more cognitive and rational. Perceived value is an important antecedent for satisfaction and behavioral intention (Pham *et al.*, 2018).

B. Effect of Product Innovation on Perceived Value

The second hypothesis shows that product innovation significantly affects the patient's perceived value in the medical check-up service at RSUD Dr. Dradjat Prawinegara Serang. Innovation is important because the hospital, as one of the companies engaged in the health sector, needs to focus on implementing service or product innovation. Similar research conducted by Irasanti *et al.* (2015) found that service innovation and price moderately affect increasing patient-perceived value. With the innovations carried out, of course, it will increase the value of the products and services offered where the benefits and benefits are increasingly being felt by service users so that they become a significant strength compared to similar service providers. Product innovation can directly be enjoyed by service users, especially in increasing customer satisfaction and providing experience and convenience (Melisa *et al.*, 2020). The results of the three-box method analysis show that the Radical Innovation dimension (radical innovation) has the lowest average index value compared to the other dimensions, namely 156.1. Thus, the importance of product innovation can make the objects offered by the company have high attractiveness, influencing the decisions that visitors will make. Suppose the perceived innovation is good, or the company's ability to give more value to existing products is considered sufficient. In that case, this can affect perceptions, which ultimately impact decision-making.

C. Effect of Corporate Image on Perceived Value

The third hypothesis shows that corporate image significantly affects the patient's perceived value in the medical check-up service at RSUD Dr. Dradjat Prawinegara Serang. This study supports Elpansyah *et al.* (2019), who found that corporate image positively and significantly affects purchase intention. The company's image can influence consumer buying interest because it describes the

impression and reflection of the company itself. This means that if the company's image is getting better, then the perceived value perceived by service users will increase, and conversely, the worse the company's image, the perceived value will decrease. A company that is strong and has a positive image in its market segment is inseparable from consistency in building and maintaining the company's image by producing quality products or services and the ability to convey the value of products and services so that all can feel the benefits and advantages of these products and services (Melisa *et al.*, 2020). From the results of the three-box method analysis, the Morality dimension has the lowest average index value compared to the other dimensions, namely 154.25. Thus, a strong image is based on the strong value of products and services so that the stronger the value perceived by customers.

D. Effect of Product Innovation on Visit Intentions

The fourth hypothesis shows that product innovation significantly affects patient visit intentions at the medical check-up service at Dr. Dradjat Prawinegara Serang. This is in line with research conducted by Eksananda and Indarwati (2022), who found a significant and positive effect of product innovation on purchase intention, which means that if there are many variations of product innovation, consumer purchase intentions will increase. It is known that the results of the analysis per statement in the three-box method show that the highest index is in the 5th statement, namely, "Serang Hospital always makes SOPs as a reference for handling the MCU service process," with an index of 161.5. This means that most of the respondents who were patients at the medical check-up installation at RSUD Dr. Dradjat Prawinegara Serang have received MCU services according to the SOP. Thus, the better the product innovation carried out by RSUD Dr. Dradjat Prawinegara Serang, the higher the intention to visit will be even higher. The importance of product innovation in improving visitor behavior can be seen from the results, where visitors tend to be more interested in companies that provide a wider variety of products. These results support Oscardo *et al.* (2021), who found that product innovation significantly positively affects purchasing decisions.

E. Effect of Corporate Image on Visit Intentions

The fifth hypothesis shows that corporate image significantly affects patient visit intentions at the medical check-up service at Dr. Dradjat Prawinegara Serang. These findings support research by Febrianis and Rahmidani (2022) that the company image variable has a significant and positive effect on customer behavior intention. Febrianis and Rahmidani (2022) say that a good corporate image will not only increase the difference between competitors. However, they will also increase trust and have a positive relationship to customer behavior, reducing perceived risk and high quality from the customer's point of view. It is known that the results of the analysis per statement in the three-box method show that the highest index is in the 7th statement, namely "Advertisements for MCU installation services are often found in the Serang Hospital area," with an index of 162.3.

The more positive the image, the more favorable the consumer's attitude towards the product or service and its attributes will affect customer satisfaction. Return visit intention refers to whether or not what is obtained when using

the service is appropriate. A good corporate image will certainly lead to positive visit intentions. This result is in line with the research of Ali *et al.* (2018), who partially found that image had a significant positive effect on purchasing decisions.

F. Effect of Perceived Value on Visit Intentions

The sixth hypothesis shows that perceived value significantly affects the patient's intention to visit the medical check-up service at RSUD Dr. Dradjat Prawinegara Serang. Kotler and Keller (2016) revealed that the value perceived by customers can be interpreted as a difference in perspective between evaluating all the benefits and all costs of the perceived alternative funding offering.

The results of the analysis per statement item in the three-box method analysis, the highest index is in the 7th statement, namely "The results of an inspection of each MCU package provided by the Serang Hospital are useful for knowing the risks of diseases that may arise" with an index of 160. Thus, their views regarding a product or service influence consumers' actions according to the situation they face. They will uphold their perception of a product, evaluate the same products, and recognize each product to make purchases until repeat visits. Kurniawan and Indriani's research (2018) also found that perceived value positively and significantly affects purchase intention.

VI. CONCLUSION

Product innovation and corporate image were found to significantly affect patient visit intentions, with perceived value as an intervening variable. Furthermore, product innovation and corporate image significantly affect perceived value. It was also found that the influence of product innovation, corporate image, and perceived value significantly affected patient visit intentions on the medical check-up service at RSUD Dr. Dradjat Prawinegara Serang.

VII. SUGGESTIONS

Based on the results of the research, several suggestions are proposed that can be used by several parties as follows:

- a) Hospital management should make a clear and firm regulatory system, and to the management of RSUD Dr. Dradjat Prawinegara Serang to continue to continuously improve product innovation and conduct in-depth research on renewable service systems based on technology.
- b) Hospital Management Dr. Dradjat Prawinegara Serang is advised to continue working to improve its image by improving service to customers. Respond quickly and carefully to any complaints at the medical check-up installation.
- c) Hospital Management Dr. Dradjat Prawinegara Serang is advised to maintain quality to ensure the service process is guaranteed to be safe and comfortable, giving the impression that the use of medical check-up services at RSUD Dr. Dradjat Prawinegara Serang can improve social status and benefits.
- d) For future researchers, it is suggested that they may

conduct research on visit intentions by expanding the coverage area. They can investigate the potential influence of factors that are not used in this study, such as service quality factors, promotions, user attitudes, trust, and others, using the total population and more samples, as well as using different methods and analyses in order to get maximum and specific results.

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