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BRAND EXTENSION AS BRANDING STRATEGY INCREASING HOSPITAL REPUTATION

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Abstract

The hospital is an organization that has branding strategy with a brand extension of health services, as an effort to enhance its reputation in the community. This study uses a qualitative multiple case study approach that aims to identify and understand the dynamics of brand extension as a branding strategy of the three hospitals that issued the brand to improve its reputation. Tools for the data collected using semi-structured interviews, observation and document study to explore the branding strategies used in the expansion of the brand. The study involved three private hospitals type B in Yogyakarta that has a brand on the market. The results of data analysis brand extension is used as a branding strategy has been able to enhance the reputation of a hospital for the better in society. Despite the marketing division is nothing new in the hospital but the improvement, expansion, creation and promotion of the hospital has been carried out. One is a brand extension to the extensions of health services are made based on the vision, mission, internal strengths hospitals, and patient expectations. Brand extension is performed also assist and facilitate the hospitals for health care product promotion services, so as to add a positive value for the hospital's reputation.

Keywords: brand extension, branding strategy, reputation

Hospitals in Indonesia do not escape the changes affected local and global business environment, so the shift from social agency to businesses (socio-economic) (Jacobalis, 2012). The role of the hospital as an organization that produces a wide range of products for health services in strategic business units to meet the needs of the community. Confirms that the changing role of hospitals also perform the function of marketing in various ways. Ethical promotion of the hospital as a marketing strategy has been governed by *Peraturan Rumah Sakit Indonesia* (PERSI). The PERSI is business ethics refers to the study of moral aspects of economic and business activities (Jacobalis, 2012). These laws are set up on a marketing strategy that is allowed and not like as the use of media for commercial interests.

The regulation becomes the foundation of a hospital to do the marketing while promoting the social aspects of public health. One of these hospitals is also doing a brand strategy with brand extension of the expansion of health care services, as the attraction of people to want to purchase medication and health care services. The better public perception of a hospital, the more people are willing to go to the hospital. The existence of competition and limitations have been difficult for an organization launched a new brand, the organization is not just a brand name and part of the product, but as an asset to the organization (Aaker, 1997). It is closely related to hospital as an organization that still emphasizes the social aspects based on the needs of public health services.

The difference of hospitals types based on the function and purpose, change the orientation of the non-profit to profit (socio-economic) then to the hospital also runs a business function (Jacobalis, 2012). Hospitals in the hospital business function can not be separated on the business development strategy is mostly done by leveraging the power of a corporate brand. The existence of a corporate brand will provide a great potential in providing a

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guarantee of success when expanding a business unit. Many companies view the crucial role of corporate brand due to the needs of these three causes, namely: first, field service company in fact has the same product-brand with the corporate brand. Second, large companies that have lots of brand products requires a corporate brand that serves as an umbrella brand that clearly communicates the corporate identity. Third, the principle of product-based brands are often unable to provide a satisfactory explanation related to the needs of brand extension and expansion of business units that want to be done by a company (Estaswara, 2011). Expansion of the brand is carried by the hospital with its ability to explore the potential and the internal strength to provide health services to the community. Hospitals that do usually do a brand extension on the extension lines of health care services that have its main office of superior service.

Brand is already on the market is well known and provide a positive association of consumer thinking, because with the popularity and the association may appoint a new product (Antonides and van Raaij, 1998; Kotler & Keller, 2012). Brand continues to be developed based on the positive experience of consumers, because not only assess the brand alone but also to evaluate the organization behind the brand (Abimbola & Kocak, 2007; Hauser & Wisniewski, 1982). The success of the organization brand building is the result of interaction between the consumer and stakeholder influences the addition of a company's brand equity, positive customer experience, brand strength and greatness of a positive brand for the organization (Abimbola, 2009; Abimbola & Kocak, 2007). Aaker (1997), Antonides and van Raaij (1998), Kotler and Keller (2012) adds that the brand extension can be looked from two sides, namely the producers (as well as the skill transferability of assets) and the consumer side (complementarity and substitution). Brand extensions can be said to be successful when a strong brand associations provide point differentiator and advantages for the expansion, is able to form the core brand associations by issuing the core, to avoid the negative associations and create brand recognition for consumers.

The successful marketing strategy is a reflection of the breadth of the process of an organization in maintaining and motivating the organization's identity (Balmer, 2008; Brown, 2005; Hatch & Schultz, 2003; Kotler, 2004; Leitch and Motion, 1999). Identity within the latter becomes the company's marketing literature (Aaker, 1997; Balmer, 2008; Brown, 2001; Beverland & Napoli, 2007; He and Balmer, 2006; Hatch & Schultz, 1997, 2002, & 2003). Component of the organization must be successful in anticipating, creating and innovating marketing on consumers' desire is to be able to persuade and knowing consumer tastes (Abimbola, 2009; Abimbola & Kocak, 2007, Antonides and van Raaij, 1998; Otubanjo & Melewar, 2007; Pitta and Katsanis, 1995). Azevado (2004) assume that the brand identity shows the impact on the natural branding strategy for a company, because the positive picture of the product brand will be transferred to the place where the product is manufactured.

Some researches on brand extension or branding strategy have been done by many researchers. Research Xie (2012) using a multiple case study approach with the accuracy of its findings is the brand extension as a way of running a branding strategy to achieve the target of a marketing company in general. Abimbola (2009) describes in his research that brand, organizational identity and reputation seems appropriate to integrate the idea of broadly based comprehensive approach that shows the importance and influence in determining the success of the competition. Sattler, Volckner and Zatloukal (2002) study aims to determine the relationship between the initial brand and category expansion compared with the initial brand quality as the most important factor. Ingenhoff and Fuhrer (2010) the results of his research is the relationship of brand personality in the era of competition can help achieve organizational success, emphasizing the characteristics, different competencies, and to borrow a relatively different position.

Through various studies have been carried out they can be concluded that the theme of brand extension as a branding strategy to enhance the reputation of the organization is still likely to be developed and researched in more depth. The results of this study are expected to be a reference and enrich the study of brand extension as a branding strategy in order to improve the reputation and mostly done by a market-oriented organization. Based on the description of the background of the above problems, the formulation of research problems are: brand extension that is used by hospitals as the ability to do a branding strategy for winning the competition in the market by enhancing positive reputation.

This study aims to determine and understand the dynamics of the efforts of private hospitals type B in Yogyakarta to enhance the reputation of the brand extension as explore the understanding of branding strategies. The benefits of research as theoretical implications of this research is expected to explain the dynamics of branding strategy based on understanding the market strategy of brand extension and the reputation of the three private hospitals of type B in Yogyakarta. Providing to understand of the brand extension as a marketing strategy undertaken by the hospital as an effort to adapt to changes and global competition. Practical benefit in this study is the result of this study can be used as a reference for the company or hospital services that are undergoing or making changes to the strategy of increasing reputation.

Brand Extension As Branding Strategy For Improved Reputation

Strategy is the pattern of specific decisions and actions of managers who require basic skills to succeed in competition and in contrast to competitors (Jones, 2007; Kotler, 2004; Kotler & Keller, 2012; Letch & Motion, 1999, Tosti, 2007). Jones (2007) describes the combination which commonly used business strategy of an organization are of two kinds, namely: low-cost business strategy and differentiate products. Low-cost business strategy is a plan for a company to produce goods and services with low prices for all consumers. Meanwhile, differentiation of products are an organization plan to produce products with high prices and quality are aimed at specific market segments (Jones, 2007; Kotler & Keller, 2012). Both the combination of business strategy commonly used in the organization's strategy to create and develop the brand in the market. The American Marketing Association (AMA) defines a brand as a name, symbol, term, logo, sign, design, or a combination of everything, which are used to identify products or services are marketed and differentiated products or services from a rival company. A brand is a name, brand (Abimbola & Kocak, 2007; Antonides and van Raaij, 1998) or the promise offered by a producer or a consumer organization in which can be seen from the symbol, motto, slogan, or product produced (Kottler & Keller, 2012). Brand himself is a product or service that has a difference dimension with product design or other services to meet market needs. Difference of dimentions in the brand based on functionality, rationality, or tangible form as a brand product display (Kottler & Keller, 2012). Branding success is understood as the way an organization can develop an identity, and personality defferentiaton brand. Brand identity is a unique set of brand associations in accordance with the willingness of management to create and maintain, because the association is a consumer can directly associate with the organization's brand (Aaker, 1997; Aaker & Keller, 1992; Aaker & Keller, 1990, Abimbola, 2009; Abimbola & Kocak , 2007; Barret, IYE & Venkateswarlu, 1999, Ravasi & van Rekom, 2003). It will be related to the brand image of a person's perception of the brand and reflects the brand personality (Aaker, 1997; Abimbola & Kocak, 2007; Azevedo, 2004, Diamantopoulus, Smith, & Grime, 2005).

Antonides and van Raaij (1998), Kotler and Keller (2012) defines brand extension is a manufacturer introduces new products using the brand name. Brand extension according to Aaker (1997), Aaker and Keller (1990) is the use of an established brand in a product class to enter another product class. Brand extension is the act of the company to introduce its various product by using an existing brand product, that a different item but in the same product category. The successful expansion of the brand is influenced by several favorable conditions, namely: the first favorable existing schema, the schema associated with positive as in the formal category of brand authenticity. Both favorable forward transfer, new product positively scheme as a whole. Last favorable backward transfer, negative schema that should not be moved from existing products in new product or vice versa (Antonides & van Raaij, 1998).

Expansion of the brand is a reflection of the characteristics, consequences and the original value of the product or brand (Aaker & Keller, 1992; Antonides and van Raaij, 1998; Kotler & Keller, 2012). Brand extension is used by an existing brand name to introduce a new product is often referred to as a branding strategy (Antonides & van Raaij, 1998; Kotler & Keller, 2012; Sattler, Volckner & Zatloukal, 2002). Looks brand extension strategy is beneficial because it would be more efficient such as marketing, can reduce the cost of new product introductions and increased opportunities for success (Aaker, 1997; Aaker & Keller, 1992, Antonides and van Raaij, 1998;

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Bridges, Keller & Sood, 2000; Kotler & Keller, 2012; Pitta and Katsanis, 1995). Aaker and Keller (1990) explains that the brand extension is a natural strategy for the company that is growing and exploiting its assets.

In general, the synergies can be divided into two categories (Antonides and van Raaij, 1998; Kotler & Keller, 2012): first, line extension which means that companies create new products using the old brand is present in the parent brand. And second, category extension which means it uses the old parent brand to enter a product category that is totally different from the parent brand category. The success of brand extension as one of the marketing strategy is influenced by five factors: first, the acceptance of the synergies which assessed consumers aware of certain associations that can link the original and extension product category, by looking at the similarities and the conclusion (Aaker & Keller, 1992; Barret, Lye, & Venkateswarhu, 1999; Hauser & Wisniewski, 1982; Sattler, Volckner, & Zatloukal, 2002). Second, the similarity or the suitability of the level of consumer acceptance of brand extension product in accordance with other products in its parent brand (Aaker & Keller, 1990; Abimbola & Kocak, 2007; Andianto, 2009; Dharmayanti, 2006; Sattler, Volckner, & Zatloukal, 2002, Summarnis, 2003). Third, perceived reputation of the brand from consumers about the qualities associated with the brand (Aaker & Keller, 1990; Abimbola & Kocak, 2007; Hauser & Wisniewski, 1982; Desai & Keller, 2002). The better the reputation of a company associated with quality products can increase the odds of getting a positive reaction from consumers when a company launches a new product (Bridges, Keller, & Sood, 2000; Dharmayanti, 2006; Kotler & Keller, 2012, Pitta and Katsanis, 1995). Fourth, the perceived risk on the purchase of an object as the risk got the consumers. There are two sections related to the uncertainty due to errors and uncertainty of outcomes experienced by consumers (Aaker & Keller, 1990; Sattler, Volckner, & Zatloukal, 2002). Finally the fifth, innovativeness as the personal characteristics of individuals associated with the acceptance of one's will new ideas and willingness to try custom and brand new (Aaker & Keller, 1990; Hem, de Chernatony & Ivensen, 2001, Schepers & van den Berg, 2007). Research questions that will dig in order to understand the dynamics of brand extension, namely:

The main question: Why and how is the process of designing a marketing strategy by taking into account the expansion of branding (vision, mission, values and beliefs) and the customer needs?

Sub-question:

1. Is the expansion of health services that are used in accordance with the new service class in the hospital?
2. Is the expansion of health services can add value to new service offerings hospital?
3. Is the expansion of health services to enhance the name and reputation of the hospital?

1. METHOD

Participants

The study involved three private hospitals in Yogyakarta as the Type B object of research are PKU Muhammadiyah Yogyakarta, Panti Rapih, and Bethesda. The goal is to explore and reveal the dynamics of the use of brand extension strategies as branding strategies to increase the reputation of the three hospitals. Characteristics of respondents as key informants from the marketing and public relations managers or hospital managerial, the criteria used informants in this study were staffs of the department of marketing and public relations hospital.

Instrument

Retrieval of data in this study using in-depth interviews that are semi-structured interviews, document review and observation. The main data source of this research are those that act directly in the planning and product marketing activities in the department of marketing or management. The data collected will be discussed at the respondent as a validation by means of data triangulation and member checking.

Design of Research

This study had began with a plan, collect data, interpret data and describe the results of all research findings. Source of data whiches used in this study be obtained by involving three private hospitals type B in Yogyakarta that do a different brand extension as a business strategy. Long time of research depends on collecting important information related to the case study of brand extension in each hospital. Implementation is started with the research permit from the hospital and informed consent of research on the part of respondents as a statement of the availability of time to provide information.

Procedure

1. Preliminary study, an initial step in the organization by conducting interviews with the licensing of research and informed consent (Suryana, 2007).
2. Analysis of brand extension as a branding strategy to enhance reputation.
3. Validation of data analysis as a brand extension branding strategy to enhance the reputation made by the hospital and agreed upon as the data in this study.
4. Description of the dynamics of brand extension strategies as branding strategies to enhance the reputation, a picture of a marketing strategy by understanding the dynamics of the results of this study.

Analysis

Validation of data collected in this study used triangulation and member checking. The overall data obtained in this study are processed using the analysis method of triangulation, in a way described by category in the study and interpreted the concept in general based on the cases studied (Creswell, 1997; Dooley, 2002; Neuman, 2006; Stake, 1995). Member checking is used in case study research to ask participants to examine the respondent or a rough draft written by the actions or words that have been featured participants (Creswell, 1997; Stake, 1995). Overall analysis of the data were analyzed with the triangulation of data to sharpen, to ensure the accuracy of the data, and analysis to gain a thorough and appropriate based on the research objectives. Design on a multiple case study analysis can be seen in Figure 1. as a form of triangulation analysis of data (Dooley, 2002; Leonard, 2005).

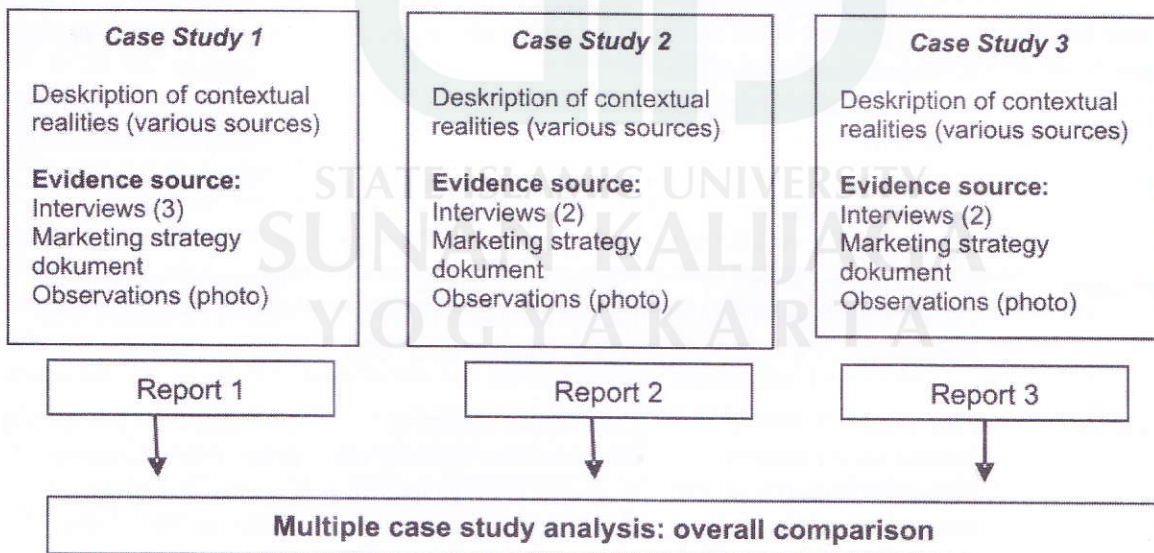


Figure 1. Design Analisisi of Multiple Study

2. RESULTS

The dynamics of brand extension as a branding strategy by increasing the reputation of the three hospitals in this study can be explained in Table 1. the following:

Table 1. Comparison of Hospital Branding

Branding	PKU Muhammdiyah Yogyakarta	Panti Rapih	Bethesda
Brand	Slogan " <i>lebih dekat di hati umat</i> " as a helper human misery and <i>dakwah</i> .	Slogan " <i>Peduli dari Kasih</i> " with Charolus Barromeus (CB) care brand.	Slogan " <i>Tolong dulu urusan belakang</i> " from helper and speed
Brand Strategic	explicitly stated	not explicitly but are latent in civitahospital of Panti Rapih	explicitly stated
Brand Extension	<ol style="list-style-type: none"> 1. PKU territorial expansion unit 2 at Wates. 2. Improvement and quality of health care facilities, clinics flagship: the eye, trauma and stroke centers, and KIA (Klinik Ibu Anak). 3. PKU as a center of public hospitals by improving quality of service, PKU Unit 2 developed "green hospital". 4. Expansion of cooperation with government agencies or private. 5. Have 50 more machines for hemodialysis. 	<ol style="list-style-type: none"> 1. Improve the facilities and the quality of health care "one top service". 2. Have three flagship clinic: KIA, Urology, and Orthopedics. 3. Developed as a "garden hospital". 4. Expansion of cooperation with various government agencies or private 5. Have the MRI machine. 	<ol style="list-style-type: none"> 1. Improve facilities, speed, and quality of health services (nursing). 2. Has two flagship clinic: Trauma and Stroke. 3. Stroke Centre was developed by Bethesda Center of Integrated Building construction. 4. Expansion of cooperation with various government and private sectors. 5. "Erkom" technology to accelerate the delivery of internal information.
Reputation	Have better reputation Patiens increased (70%-80% from target)	Have better reputation Patiens increased (2%-3% achieved the target of 10%)	Have better reputation Patiens increased (70%-80% from target)
Problems	Lack support of internal communication systems, have small parking area (PKU center), the limitations of the physical development of PKU center.	Lack support of internal communication systems, still looking for the righr marketing formulation, the effectiveness of marketing media only 8%.	Lack support of internal and external communication systems, lack of human resources (HR) quality, limitation financial of marketing, and the unreadiness of new product being marketed.

These three hospitals are equally have a different brand in accordance with the values or their own slogan. Each brand is able to be a picture of how the identity of the three hospitals. They always change and also made various improvements to repair and improve the quality of health care services. They are not only have a role in community social, but they are prosecuted capable of are both perform the function and role of business in the provision services health services.

Business strategy in a way that they do to explore and develop the potential of existing resources, of the internal hospital or see the opportunity of community needs for health care services. Business strategies they are used can not be separated from the branding that they build on the vision, mission, and beliefs of each hospital is reflected in the slogan, motto, or imaging them in the community. Not all of these three hospitals have a branding strategy that is explicitly stated in its business strategy, such as the Panti Rapih even though does not explicitly have the strategy branding but latently known to by civita hospitals, they realize the importance of consciousness and development brand hospital. Three hospitals that make the brand extension are product expansion of health services to have its main office in the name of the brand, as they have superior clinical made based on internal strengths and needs of the community.

Brand extensions are considered to be effective and facilitate the marketing of the hospital when they are designed, created, managed and marketed their products with the brands have their main offices at the hospitals, so they can be more easily accepted by society. Development and expansion of health care services as a form of brand extension both in quality and quantity of every hospital is not easy. The expansion requires a variety of fundamental analysis as a consideration for determining the goals and objectives in achieving the target accuracy of business. The basic analysis is used based on the achievement of annual targets in general and specifically on clinical excellence, patient satisfaction analysis, pricing analysis and medical devices, analysis of the needs of patients and various considerations underlying the consideration of expansion of the hospital create its products. Various efforts made by the hospital is an effort that aims to continuously improve the quality of health care services as a form of strength and ability to be imaged out, so it will be perceived by the public with the growing reputation in the community hospital. Quality of health care services by increasing the positive reputation in the hospital can be seen in the ability of these hospitals have type B hospital accreditation, accreditation or quality of service management systems like ISO 9001, and various other accomplishments achieved by the three hospitals. The various achievements of the three hospitals to improve its reputation in the eyes of the community and facilitate them to get help or investors willing to assist the development of the hospital. This is evident by the increasing number of patients per year from the target market that has been determined based on the large number of loyal patients, increasing the percentage of new patients that come from cooperation with government agencies or private, and individual patients.

The main barrier are the internal constraints of the hospital itself, namely: lack of qualified human resources to support improved health and care services. Disadvantages of internal communication systems that are blocked, too hierarchical, which is related to a lack of awareness of the medical policies friendly to the patient. Unreadiness to launch a new product will reduce the hospital's reputation when it failed to perform the function of the product. Limitations associated with the development of physical facilities and funding of the hospital. Various promotional media used are considered less effective can attract people to the hospital for treatment. The success of these three hospitals to make the expansion of the brand with a range of superior products or product support, it was realized that the hospital needs the cooperation and good internal communication systems of internal or external. So the three hospitals compete to continue improvement of human resources to obtain quality health care services by being able to give excelent service and patient satisfaction.

3. DISCUSSION

The hospital is one form of organization that is engaged in the role and social functioning is more emphasized. So the success of brand extensions that do not regardless of the desire to fulfill the needs of health care services optimally. The success of increasing the positive reputation of the three hospitals do with how the business as a brand extension branding strategies that are adjusted to the vision, mission, beliefs or internal hospital patients' needs. Results of previous studies also mentioned that it was important for an organization to continue to develop and build brand reputation (Azevedo, 2004) by developing business strategy marketing (Beverland, Napoli, & Yakimoto, 2007), so as to reflect the identity of the organization (Abimbola & Kocak, , 2007).

The success of an organization in doing brand extension also reflects the quality of core brand (Aaker & Keller, 1992), the quality of the communication strategies that are used either internally or externally (Bridges, Keller, & Sood, 2000; Leitch and Motion, 1999), the success of branding strategy is applied (Desai & Keller, 2002), and public acceptance as a form of positive assessment on the product (Aaker & Keller, 1990; Barret, Lye, & Venkateswarlu, 1999; Dharmayanti, 2006, He and Balmer, 2005; Sattler, Volckner, & Zatloukal, 2002). Expansion of the brand is carried by them is more the expansion of the hospital by creating new products using the old brand is present in the parent brand (Antonides and van Raaij, 1998, Kotler & Keller, 2012) from the hospital. But the success of the organization brand extension did not always reflect the personality of the brand valuation consumers (Diamantopoulos, Smith, & Grime, 2005). The success of branding strategies to enhance the reputation of the three hospitals using the brand extension can not be separated because of the cooperation between the intern from the front line of the liner to the hospital management.

Brand extension is performed by the three hospitals trying adapted vision, mission, beliefs of the internal hospital, and the expectations or needs of the community, so as to enhance the reputation of the hospital. Various expansion of health care services performed by the hospital are always adjusted to the class in the new service, in a sense to increase the value of new service offerings that are higher, and can significantly improve the reputation of the hospital. All these are evidenced by the three hospitals have many patients who are loyal, the increasing growth of new patients each year, and able to work with various government agencies or private-insatansi.

People as consumers in choosing a product or service is not independent of the psychological process of mutual influence (Kotler & Keller, 2012). Psychologically the success of a hospital building a strong brand is inseparable from the social factors that influence people's perceptions of acceptance brand extension products are offered to meet the needs of the patient care services. Kotler and Keller (2012) explains that the effect of group, family, social roles and status will influence consumer behavior towards buying a product. Expansion of the brand is carried by one of the many hospitals are expanding networks individu cooperation with individual patient or in cooperation with government and private agencies. Collegial cooperate with the agency would psychologically affect the members of three things: an individual can display new behaviors and lifestyle, attitude and self inidvidu have the same concept with the group, and influencing members to choose the same product and brand (Kotler & Keller, 2012). Overall psychological processes that affect consumers or the public in choosing a product is not independent of perception (Abimbola & Kocak, 2007; Kotler & Keller, 2012), as an individual in the process of selecting, combining, and interpreting information that comes to getting a thorough understanding of the picture world. It is not only influenced by the physical stimulus but also the relationship between stimulus and environmental conditions surrounding the individual (Aaker & Keller, 1990; Kotler & Keller, 2012).

Marketing division of an organization directly responsible for marketing the product brand in the community let consider the psychological processes that will affect consumer behavior in choosing a product. An effort should be made to the marketing side attempted to identify demographic characteristics and psikographic, identifying the appropriate media to market their products and to communicate information to consumers (Kotler & Keller, 2012). It is the efforts made a organsasi in doing business functions in addition to profit as well to meet the needs of consumers.

Limitations in this study are the only researchers using qualitative methods with multiple case study approach in three hospitals. Researchers are also experiencing supply constraints survey respondents to provide information and limitations of a variety of confidential documents to the concerned hospital. The time period used in this study approximately three months of the pilot study and information gathering to the achievement of the saturation point, where the information can not be extracted again from all respondents from all three hospitals. Limitations of the study is only related to the licensing time provided by each hospital.

4. CONCLUSION AND SUGGESTION

Conclusion that although three of the hospital are a hospital that has a different mission, but to expand the brand, branding strategy, to enhance its reputation. The three hospitals are equally doing branding strategy explicitly or not the activities of business marketing strategy. This is proven by the brand extension strategy is carried out with various products of health care services that are produced in the form of promises and commitments they will be of concern to public health. Expansion of the brand is done to get customer satisfaction in providing health care services, providing ease of access to health information, and patient comfort of the facility when being treated in hospital.

Top products as a form of brand extension of the hospital is one of the achievements, as it reflects the strength and identity of the hospital. The three hospitals are also always make efforts to repair and development of the physical aspect or quality of health care services by minimizing various internal or external obstacles faced and is based on the vision, mission and internal strength. The constraints associated with limited space and the development of physical facilities, lack of human resources that would support the change, lack of communication both internally and internal hospital. Ability of the hospital in expanding brand is also able to enhance his reputation, so that people can give a positive perception of the hospital. According to Abimbola and Kocak (2007) explains that reputation is a result that will always follow the success of an organization when issuing brandingnya on the market. The more achievements by a hospital it will be more positive public perception, so that it will strengthen the brand identity or a hospital.

Practical suggestion for development of hospital is the need for improved quality communication systems with a variety of open communication skills training in internal hospital. Effectiveness analysis is the accuracy of promotion of the use of media as a medium of external communications at the hospital by comparing people's perceptions and reasons for the patient to the hospital for treatment. Constraints are aware of the availability of human resources and supporting the change can be overcome by a variety of training skills to provide excellent service for employees (medical staff) who have been there and working with health education institutions which have good accreditation as a provider of reliable labor.

For the future studies will further clarify the dynamics of brand extension to the hospital carried out by the method of multiple methods to obtain more comprehensive results. The addition of quantitative methods to approach the scale of the survey or experiment and involve external hospital are stakeholders or public health services users hospitals. Then the results are compared, so find out more about the effective use of brand extension done to improve the reputation of the hospital the hospital. Researchers also can research further more in depth about the dimensions of brand extension which affects the hospital. It is possible on further research can be done in other service or manufacturing companies that are developing or deal with changes market.

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