The Influence of Brand Awareness, Trust, and Digital Marketing on Operational Decisions on Laser Vision Correction (LVC) SMILE (Small Incision Lenticule Extraction) Method

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Abstract*— *This study aims to analyze the effect of brand awareness, trust and digital marketing on the decision to do Laser Vision Correction (LVC) surgery using SMILE method in Indonesia. The population in this study were all Laser Vision Correction clinics in Indonesia along with all patients who came to the clinic for one year. The sample of this study was 112 people who had performed Laser Vision Correction surgery using the SMILE method. The sampling method used judgmental sampling. Data analysis method using Partial Least Square. The results of this study stated that brand awareness and trust were found to have a positive and significant effect whereas direct digital marketing found to have positive but not significant effect on the decision to do Laser Vision Correction surgery with the SMILE method in Indonesia.

Keywords*— *Brand Awareness, Digital Marketing, Laser Vision Correction, LVC, Myopia, Small Lenticule Extraction, SMILE, Trust.

I. INTRODUCTION

Having a good quality of life is the desire of every human being where health is a very important and influential factor. One of the factors causing decreased quality of life is visual impairment. Based on WHO data, there are 285 million people in the world experiencing visual impairment, of which 39 million people are blind and 246 million people have low vision. The lack of vision in question is mostly due to refractive errors in the form of myopia (WHO, 2012). According to Gede (2020) Indonesia is one of the regions with a high incidence of myopia as much as 25% in adults and 10-12% in children.

Rahoel et al (2010), stated that in 2050 as much as 50% of the world's population will experience myopia or near sightedness. This decrease in vision quality caused by myopia or farsightedness can be overcome by various alternatives including glasses, contact lenses and laser surgery.

Of the three options, laser surgery is the only option that can treat myopia permanently, but its popularity is still much lower than glasses and contact lenses. The results of the pre-survey obtained by the authors state that the total absorb market of laser eye surgery for the treatment of myopia is only 0.02% of the total available market. Previous research conducted by (Aditya Sulis Martopo, 2016) stated that product quality (product quality) affects purchasing decisions. Previous research conducted by Abdurrahman Adi, (2016) stated that trust or trust affects purchasing decisions. Previous research conducted by (Anshori, 2019) stated that brand awareness affects purchasing decisions. Previous research conducted by (Ekky Suti Wibisono, 2019) stated that the price (price) affects purchasing decisions. Previous research conducted by (Siti Khoziyah and Evawani Elysa Lubis Hafidhoh, 2021) stated that digital marketing influences purchasing decisions. Previous research conducted by (Ekky Suti Wibisono, 2019) stated that customer satisfaction (Customer Satisfaction) affects purchasing decisions.

Based on a pre-research survey conducted involving 50 respondents who are consumers / patients from all populations of Laser Vision Correction clinics in Indonesia, it is known that there are 3 variables with the highest percentages that allow them to be the determining factors for consumer purchasing decisions, namely: brand awareness, trust and digital marketing with the answer "Yes" consecutively as many as 38 people (76%), 45 people (90%) and 39 people (78%).

TABLE 1.

NO	Variable	Statement	Yes	No
1	Product Quality	SMILE method operation gives better results compared to other types of LVC	68%	32%
2	Trust	SMILE method operation is a safe and convenient operation to do	90%	10%
3	Brand Awareness	When thinking about LVC then the SMILE method is the first I remember	76%	24%
4	Harga (Price)	The price of other SMILE or LVC methods is the same as the quality	70%	30%
5	Digital marketing	SMILE product advertisement through the internet makes me interested in doing surgery	78%	22%
6	Customer Satisfaction	The services provided by the clinic are quite satisfactory	70%	30%

Based on the above phenomena and considering the results of the pre-survey obtained by the author, the authors are interested in studying the effect of brand awareness, trust and digital marketing on the decision to operate Laser Vision Correction (LVC) with the SMILE method in Indonesia.

II. LITERATURE REVIEW

In a company, marketing management is an important factor that plays a major role in maintaining the survival of the

company. In addition, marketing also plays a role in determining the success of the company in the future. Marketing activities will run well if they are supported by good management (Tomy, Retno, 2017: 52-62). One of the topics of study in marketing management is consumer behavior.

Consumer behavior is a process that is closely related to the existence of a buying process, at that time the consumer). Consumer behavior is the study of the units and decision-making processes involved in receiving, using and purchasing, and determining goods, services, and ideas (Mowen, in Sunarto 2018). Consumer behavior is defined as the study of purchasing units and exchange processes involving the acquisition, consumption and manufacture of goods, services, experiences and ideas (Fahmi, 2016).

The factors of consumer behavior according to Kotler & Keller (2016) consist of:
1. Cultural factors that have a broad and deep influence on consumer behavior. Cultural factors consist of: culture, subculture, social class.
2. The behavior of a consumer is influenced by social factors such as reference groups, family and social status.
3. Personal factors that contribute to consumer behavior consist of: age and life cycle stage, work and economic environment, lifestyle, personality and self-concept.
4. Psychological factors where a person's purchase choice is influenced by four main psychological factors, namely motivation, perception, learning, and beliefs and convictions.

Brand Awareness

Brand Awareness is the ability of a potential buyer to recognize or recall that a brand is a part and certain categories describe brand awareness as an ability to recognize or remember that a brand is a member of another brand category (Tjiptono, 2011).

Trust

Customer trust in the brand (brand trust) can be interpreted as a customer's desire to depend on a brand with the risks faced because expectations of the brand will lead to positive results (Citra Sugianto Putri, 2016).

Digital Marketing

according to Simon (2016) Digital Marketing is using the internet and information technology to expand and improve traditional marketing functions. This definition concentrates on all traditional marketing. Digital Marketing is a marketing activity including branding that uses various web-based media such as blogs, websites, email, adwords, or social networks.

Digital marketing techniques that are mostly done prioritize communication over promotions whose purpose is to educate the target on the needs they have with the solutions offered.

Purchasing Decision

Purchasing decision is a form of selection and interest to buy the most preferred brand among a number of different brands (Kotler and Keller, 2016).

Laser Vision Correction (LVC)

Refractive errors are refractive errors in the eye due to an eye that is too long or a cornea that is too convex so that light rays do not exactly fall on the retina. Laser eye surgery can be used to correct refractive errors, such as myopia (nearsightedness), hyperopia (farsightedness), or astigmatism (uneven focusing).

SMILE (Small Incision Lenticule Extraction)

Small Incision Lenticule Extraction or SMILE is a refractive surgery method that can correct refractive errors using a laser machine (without a knife). In Laser Vision Correction (LVC) the SMILE method does not need to make a flap in the cornea which is usually done in the LASIK procedure so that the risk of complications due to the flap can be avoided and the healing time needed is also shorter.
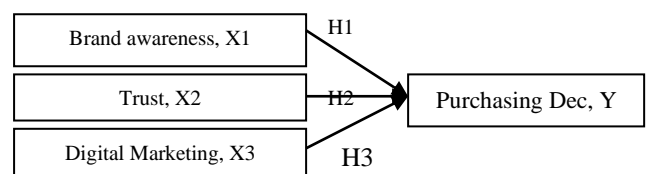
Conceptual Framework

Fig. 1. Conceptual Framework

• H1: Brand Awareness has a positive and significant effect on the operating decision of Laser Vision Correction with SMILE method.
• H2: Trust has a positive and significant effect on the decision to operate Laser Vision Correction with the SMILE method.
• H3: Digital marketing has a positive and significant effect on the decision to operate Laser Vision Correction with the SMILE method.

III. METHODOLOGY

The time of the study was carried out in July 2021 - December 2021 with the research location of Ciputra Eye Clinic SMG Eye Clinic, Jakarta Eye Center Kedoya Eye Hospital, Bandung Eye Center Eye Hospital, Cicendo Eye Hospital Bandung, Sultan Agung Hospital, Jakarta Eye Center Java Eye Hospital, Eye Hospital East Java Community, Ciputra SMG Eye Clinic Surabaya, Bali Mandara Eye Hospital. Data on the number of operations and digital marketing activities were collected from November 2020 to November 2021.

Research design

The research design used is a causal research method. Causal is a causal research, namely the independent variable that affects the dependent variable (Bairagi and Munot 2019) measured quantitatively, which is a study that uses statistical analysis methods (Malhotra, 2020).

Population and Sample

The population in this study were all Laser Vision Correction clinics in Indonesia along with all patients who came to the clinic for one year where the sample of this study

was 112 people who had performed SMILE Laser Vision Correction surgery.

Data analysis method

The data analysis method in this study uses Component or Variance Based Structural Equation Modeling where the data processing uses the Partial Least Square (Smart-PLS) version 3.2.9 PLS program. PLS (Partial Least Square) is a method of Variance Based SEM. PLS is intended for causal-predictive analysis in situations of high complexity and low theoretical support (Ghozali, 2016).

Outer Model

The outer model defines how each indicator block relates to its latent variable. Convergent validity is the degree to which the results of the measurement of a concept show a positive correlation with the results of the measurement of other concepts which theoretically must be positively correlated. Discriminant Validity of the reflective model is evaluated through cross loading, then compare the AVE value with the square of the correlation value between constructs. Composite Reliability is done by looking at the view latent variable coefficients. From this output, the criteria are seen from two things, namely composite reliability and Cronbach's alpha. Cronbach'alpha measures the lower limit of the reliability value of a construct, while composite reliability measures the actual value of the reliability of a construct.

Inner Model

The inner model test is the development of a concept and theory-based model in order to analyze the relationship between exogenous and endogenous variables that have been described in a conceptual framework. Testing of the structural model is done by looking at the value of R-square which is the goodness-fit test of the model.

IV. RESULT AND DISCUSSION

Convergent Validity

According to Hair et al. (2016), to assess the validity of the convergent, namely the value of the loading factor must be more than 0.70. However, according to Hulland (1999) in Henseler et al. (2016), the reflective indicator loading factor can be considered a good measure for the latent variable if it is above 0.50 (reflective indicator loading factor > 0.50). So that the decision that can be taken for the outer loadings acceptance limit is 0.60.

TABLE 2. Convergent Validity Result

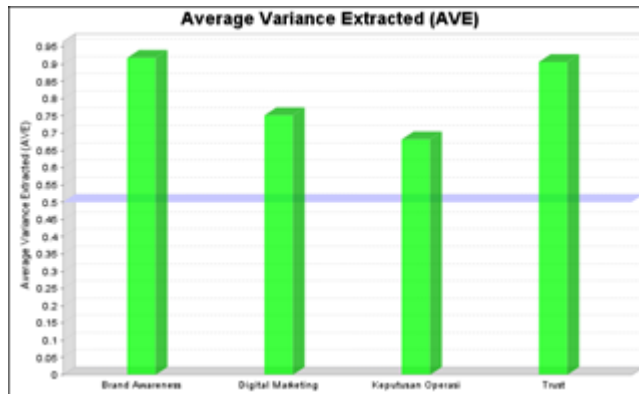| Variable	Indicator	Loadings	Result
Brand Awareness	BA1	0.958	Valid
	BA3	0.958	Valid
Trust	TR1	0.949	Valid
	TR2	0.955	Valid
Digital Marketing	DM1	0.634	Valid
	DM2	0.941	Valid
	DM4	0.894	Valid
	DM6	0.959	Valid
Decision to Operate	KO1	0.875	Valid
	KO2	0.742	Valid
	KO3	0.855	Valid

Fig. 2. AVE Result

Based on table 2 and figure 2, it can be seen that all measuring items have met the requirements for testing the loading factor value so that it is said to be valid.

Discriminant Validity

Discriminant validity for each construct with correlation values between constructs in the model (Wong, 2019). This method is often referred to as the Fornell Larcker Criterion and Cross Loadings.

TABLE 3. Discriminant Validity - Fornell Larcker Criterion

	Brand Awareness	Digital Marketing	Decision to Operate	Trust
Brand Awareness	0.958			
Digital Marketing	0.320	0.867		
Decision To Operate	0.461	0.340	0.826	
Trust	0.351	0.304	0.605	0.952

Table 3 can provide data information that the correlation coefficient value of each indicator in each latent variable has the greatest value if it is associated with the latent variable. This means that each latent variable has good discriminant validity.

TABLE 4. Discriminant Validity - Cross Loading

	Brand Awareness	Digital Marketing	Decision to Operate	Trust
BA 1	0.958	0.328	0.441	0.363
BA3	0.958	0.287	0.443	0.309
DM1	0.295	0.634	0.247	0.340
DM2	0.272	0.941	0.345	0.277
DM4	0.282	0.894	0.269	0.177
DM6	0.271	0.959	0.303	0.267
KO1	0.412	0.244	0.875	0.480
KO2	0.397	0.342	0.742	0.457
KO3	0.335	0.257	0.855	0.556
TR1	0.336	0.273	0.558	0.949
TR2	0.333	0.305	0.593	0.955

Table 4 provides information that the loading value of each of the intended constructs has a greater value than the loading value of the other constructs. It can be concluded that all indicators used in the study are valid.

Construct Reliability

Measuring the reliability of each latent construct can use

the value of Cronbach's alpha and the value of composite reliability.

TABLE 5. Construct Reliability

	Cronbach's Alpha	rho_A	Composite Reliability
Brand Awareness	0.911	0.911	0.957
Digital Marketing	0.881	0.906	0.922
Decision To Operate	0.763	0.765	0.865
Trust	0.897	0.899	0.951

Table 5 above provides information that all parameters namely Cronbach's Alpha, Composite Reliability and rho_A have values above 0.7 which indicate that the research instrument has good reliability.

R-Square Test

The PLS test begins by looking at the R-Square (R2) value for each endogenous latent variable. The coefficient of determination R-square (R2) shows how much the exogenous variable explains the endogenous variable. The value of R-Square (R2) is zero to one. If the value of R-Square (R2) is getting closer to one, then the independent variables provide all the information needed to predict the variation of endogenous variables.

TABLE 6. R-Square Test

	R Square	R Square Adjusted
Decision to Operate	0.447	0.432

Table 6 provides information that the value of R-Square (R2) or the coefficient of determination of the operating decision construct is 0.447 which indicates that the endogenous variable in operating decisions can be explained by exogenous variables of 45% while the rest is explained by other exogenous variables outside of this study.

F-Square Test

The f2 test or known as the Anova test is a test to see the effect of all independent variables together on the dependent variable. In addition, to assess whether there is a significant relationship. According to Wong (2013) the f square value is 0.02 as small, 0.15 as medium, and 0.35 as large.

TABLE 7. F-Square Test

	Brand Awareness	Digital Marketing	Decision to Operate	Trust
Brand Awareness			0.099	
Digital Marketing			0.020	
Decision To Operate				
Trust			0.350	

Table 7 provides information that in this study there is one significant variable based on the f-square test, namely the construct of trust.

Q – Square Test

In measuring the structural model used Predictive relevance test (Q2). This q-square test aims to measure how well the observed value is produced. According to Hair et al. (2017) if the value of Q² is greater than zero for certain

endogenous latent variables, it shows that the PLS path model has predictive relevance for that construct.

TABLE 8. Q-Square Test

	SSO	SSE	Q²(=1SSE/SSO)
Brand Awareness	224	224	
Digital Marketing	448	448	
Decision To operate	336	239.512	0.287
Trust	224	224	

Based on the calculation of predictive relevance (Q2) in Table 8 shows a value of 0.287 (greater than zero), so it can be concluded that the model has a relevant predictive value.

TABLE 9. Model Fit

	Saturated Model	Estimated Model
SRMR	0.075	0.075
Chi-Square	163.502	163.502
NFI	0.817	0.817

Model Fit Evaluation

Table 9 provides information that the model in this study has a good fit because it has a standardized root mean square residual (SRMR) value below 1.00 and the normal fit index (NFI) value indicates that the model in this study is 81% (0.817) better than the null model. Meanwhile, Chi-square has met the criteria above 0.90 which is 163.502.

Hypothesis test

Hypothesis testing is carried out after completing the structural model evaluation stages. This stage is carried out with the aim of knowing whether the research hypothesis proposed in the research model is accepted or rejected. The results of the bootrasping test in this study are as follows:

TABLE 10. Bootsrapping Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Result
Brand Awareness ->Op. Decision	0.257	0.255	0.064	3.993	0.000	Accept
Digital Marketing ->Op. Decision	0.111	0.112	0.073	1.519	0.129	Reject
Trust-> Op. decision	0.481	0.489	0.099	4.843	0.000	Accept

Based on Table 10, information is obtained that brand awareness and trust have a positive and significant impact on the decision to operate Laser Vision Correction with the SMILE method. The T-Statistic values respectively were 3.993 and 4,843 (>1.96) and the p-value was 0.000 (<0.05).

The digital marketing variable has a positive but not significant effect on the Laser Vision Correction operation decision with the SMILE method with the t-statistic value of this variable is 1.519 (>1.96) and the p-value is 0.000 (<0.05).

Discussion

This study aims to determine the relationship between brand awareness, trust and digital marketing on the decision to operate Laser Vision Correction SMILE method in Indonesia.

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1. *The Relationship Between Brand Awareness and Operational Decisions*

Brand awareness has a positive and significant influence on the decision to operate Laser Vision Correction with the SMILE method in Indonesia. This is in line with the theory that brand awareness is the customer's ability to recognize the brand at the top of mind level, recall the brand and recognize the characteristics of a brand (Durianto 201: 97). When testing convergent validity, the most dominant indicator to measure the brand awareness variable is the ability to recognize brands at the top of mine level which is reflected in the statement "The first thing I remember to be free from glasses is to perform Laser Vision Correction surgery with the SMILE method" where most of the respondents agree with the statement. This means that respondents are familiar and have high awareness of the SMILE brand. This familiarity and awareness later became one of the factors that had a positive and significant influence on the operational decisions made by the respondents.

2. *Relationship between Trust and Operational Decisions*

The t-statistic value on this variable is 4.843 which is the highest value of all the independent variables used in the study. This means that the trust variable is the variable that plays the most dominant role in influencing the dependent variable, namely operating decisions. At the time of the convergent validity test, information was obtained that the intentional indicator that reflects a sense of security has a stronger influence when compared to the viability indicator which reflects the perception that a brand can fulfill and satisfy consumer needs and values.

Previous research conducted by Ratna Dwi Jayanti, 2016 entitled "The Influence of Price and Trust on Online Purchase Decisions (Case Study on Hope Maulina Hijab Jombang" also shows that trust has a positive and significant effect on purchasing decisions from consumers.

3. *The Relationship Between Digital Marketing and Purchasing Decisions*

Digital marketing has a positive but not significant effect on the decision to operate Laser Vision Correction with the SMILE method. The existence of digital marketing will make it easier for consumers to have access to communication with service providers and can also be used as a distribution channel to share information and educate the public, but digital marketing directly does not have a significant influence on operating decisions made by consumers.

The results of this study do not support previous research conducted by Siti Khoziyah and Evawani Elysa Lubis (2021) in their research entitled "The Influence of Digital Marketing on Purchasing Decisions for Followers Online Shop Instagram @kpopcnnection" where the results of this study are that digital marketing simultaneously has a significant effect on buying decision. This may be due to the differences in the industries studied where previous research was conducted in the retail industry, while the research currently being conducted is in the healthcare industry, which is more sensitive than the retail industry.

V. CONCLUSION AND RECOMMENDATION

Conclusion

1. Brand Awareness has a positive and significant influence on the operating decision of the Laser Vision Correction SMILE method.
2. Trust has a positive and significant influence on the operating decisions of the Laser Vision Correction SMILE method.
3. Digital marketing has a positive but not significant effect on the decision to operate Laser Vision Correction with the SMILE method

Recommendation

1. Adding exogenous variables of price, place, promotion and so on to increase the value of the coefficient of determination in further research
2. Adding mediation variables of trust and brand awareness to digital marketing variables (healthcare which is more sensitive than other industries so that the purpose of digital marketing is not only to provide easy access but also to provide information and education that can generate trust and brand awareness.
3. Service providers for Laser Vision Correction operations using the SMILE method should pay attention to the brand awareness and trust factors in their marketing activities because these two factors, especially trust, have a large and significant influence on the decisions of the SMILE Laser Vision Correction method.

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