

Abstract

Purpose: Marketing is one of the basic needs of any organization to survive and improve the quality of products and services provided. The competitive advantage of a hospital is that it has a high value brand in the minds of patients and the community so that it can create a special place for itself among hospitals and medical centers. The aim of this study is to investigate the factors affecting brand value in Iranian hospitals and provide a solution to improve it, which can identify different dimensions of brand equity and different strategies for developing brand equity of medical centers on the one hand for policy makers and on the other hand. Provide others with health center managers that can be helpful.

Methods: In this cross-sectional descriptive-analytical study, 350 patients from selected private hospitals of Tehran and Kerman were selected by sampling method and a standard questionnaire that containing 35 questions and 4 dimensions that the validity of the questionnaire with comments of experts and its reliability by Cronbach alpha was confirmed 0.84, completed by trained interviewers. Data analysis was performed using SPSS and Stata software using descriptive and inferential statistics

Results: The brand value of the hospital is directly affected by the perceived quality, patient loyalty, branding image and commercial value services available. The quality made builds the special value of the customer-based brand. Trademark promotes customer-based brand equity. Patient loyalty is also directly affected by the customer-based brand equity. The minimum value of customer-based brand equity is higher in women. There is no significant difference between different age groups. In terms of education, the highest average customer-based brand equity for a department is less than a diploma.

Conclusion: Improving the quality, patient loyalty, improving the brand image and the brand value of the services affect the special value of the hospital brand. Therefore, hospitals should pay attention to the dimensions and identify the factors that affect the brand equity.

Keywords: Brand equity, brand, hospital, health care, model, branding, marketing, brand loyalty, customer satisfaction, brand association



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Title:

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