

## Innovative Guerilla Marketing and Word of Mouth Strategies in Building Brand Awareness to Increase the Number of Patients at RSI Wonosobo

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**Abstract.** *This study aims to analyze the influence of Guerilla Marketing and Word of Mouth on Intention to Service Order with Brand Awareness as a mediating variable at Wonosobo Islamic Hospital (RSI Wonosobo). The research applied a quantitative approach with an associative design. The population consisted of Wonosobo residents, and 114 respondents were selected using a convenience sampling technique. Data were collected through a Likert scale (1–5) questionnaire and analyzed using Structural Equation Modeling with Partial Least Square (SEM-PLS). The findings reveal that Guerilla Marketing and Word of Mouth significantly affect Brand Awareness but do not directly influence Intention to Service Order. Conversely, Brand Awareness has a significant effect on Intention to Service Order and mediates the relationship between Guerilla Marketing, Word of Mouth, and Intention to Service Order. These results highlight the importance of innovative marketing strategies and consumer-to-consumer communication in enhancing brand awareness, which ultimately increases patients' intention to use hospital services.*

**Keywords:** *Brand Awareness; Guerilla Marketing; Intention to Service Order; Word of Mouth.*

### 1. Introduction

Global economic developments have driven rapid business growth in the healthcare sector. Hospitals, once viewed as providers of social healthcare services, have now transformed into providers of socio-economic healthcare. Fierce competition in the hospital business requires service managers to continuously develop strategies to increase company profits (Elizar et al., 2020).

A hospital is a health facility and a place for organizing health efforts, as well as an organization with an open system and always interacting with its environment. For Achieving

a dynamic balance and having the primary function of providing health services to the community. The higher the intelligence and socioeconomic status of a community, the better their knowledge of diseases, costs, administration, and treatment options. Hospitals, as an integral component of the healthcare subsystem, must continuously improve services characterized by superior quality and affordability for the community, aiming to achieve optimal health outcomes (De La Garza & Lot, 2022).

One of the hospitals in Wonosobo Regency is the Wonosobo Islamic Hospital (RSI Wonosobo) which is a private general hospital located on Jalan Letjend. S. Parman Km. 03, Mendolo, Bumireso, Wonosobo, Central Java. Established in 1994 and starting operations in 1995, RSI Wonosobo is the first Islamic hospital in Wonosobo Regency. The idea for its establishment emerged in the Ulama and Umaro Seminar held by the Islamic Charity and Welfare Foundation (YAKAUMI) on August 29, 1991, which was then followed up with the establishment of the Wonosobo Islamic Hospital Foundation on November 22, 1991.

RSI Wonosobo has a vision to become a leading hospital that is friendly, affordable, and Islamic, with a mission to improve the professionalism of medical personnel based on good morals, provide the best health services in accordance with scientific developments and professional ethics, and provide benefits to the community and welfare for all parties involved in hospital services. As a type C hospital, RSI Wonosobo provides a variety of medical services, including general services, specialists, 24-hour emergency services, and medical support services such as laboratory, radiology, and physiotherapy. Inpatient facilities are available in various classes, from class III to Super VIP, as well as special care rooms such as ICU, PICU, and NICU.

RSI Wonosobo has also received accreditation with the title "Passed Full Level" from the Hospital Accreditation Commission (KARS).

in 2022, demonstrating its commitment to providing high-quality services. With the motto "Serving is Worship," the hospital continues to strive to provide the best healthcare services that are friendly, affordable, and in accordance with Islamic values.

Data on the number of general and BPJS patients at RSI Wonosobo in 2020-2024 shows an interesting trend in healthcare services. For inpatients, the number of general patients fluctuated, with a significant decrease in 2021 (2,249 patients) compared to 2020 (3,272 patients), but increased again in the following years to reach 3,423 patients in 2024. Meanwhile, BPJS patients continued to increase from 4,540 patients in 2020 to 7,674 patients in 2024. For outpatients, the number of general patients experienced a drastic decrease in 2021 (21,520 patients) compared to 2020 (35,830 patients), but consistently increased again to reach 38,302.

patients in 2024. BPJS patients also experienced a fairly significant upward trend stable, from 34,035 patients in 2020 to 41,719 patients in 2024. Overall, the number of BPJS patients, both inpatient and outpatient, showed more significant growth compared to general patients, reflecting the increased utilization of health services by BPJS participants at RSI Wonosobo.

Guerrilla marketing factors can shape intention to order services. Guerrilla marketing, characterized by unconventional and cost-effective strategies, aims to capture consumer attention through surprise and creativity. Elements such as novelty, aesthetics, relevance, clarity, humor, emotional arousal, and surprise in guerrilla marketing campaigns positively impact purchase intentions. This suggests that when marketing efforts are perceived as innovative and emotionally engaging, they are more likely to motivate consumers to consider purchasing the promoted product or service (Powrani & B. Kennedy, 2018). Singhal (2021) states that unconventional advertising methods can increase consumer interest and, subsequently, higher sales.

Several researchers (Al-Attari, 2021; Diaa, 2017; Khairusy et al., 2024; Özkan, 2022; Selan & Lopian, 2021; Tam & Khuong, 2015; Yildiz, 2017) have shown that consumers are more likely to consider purchasing when they find marketing content relevant to their interests or needs. However, a study conducted by Faddila & Sumarni (2023) found the opposite, that guerrilla marketing had no effect on purchases.

In addition to guerrilla marketing, word of mouth (WoM) also impacts the intention to order services. Kusumapradja & Ramadhan, (2024) showed that patients are more likely to reuse healthcare services if they hear good reviews from others. In addition, Gürcü & Korkmaz (2018) indicated that WOM communication significantly influences consumers' intention to use healthcare services. Their findings revealed that the majority of participants relied on recommendations when making healthcare decisions, underscoring the important role of WOM in shaping patient behavior. Rahman et al. (2018) stated that WOM is a dominant factor in hospital selection, with their study finding that positive WOM increases the intention to use services.

This statement is supported by several empirical studies (East et al., 2017; Ismagilova et al., 2020; Martin, 2017; Pauli et al., 2023; Yuan & Peluso, 2021), which show that word of mouth influences purchase intention. Meanwhile, a study (Setiawan, 2018) showed no effect of word of mouth on purchase intention.

## **2. Research Methods**

The type of research in this study is associative research using a quantitative approach. Associative research is research that aims to determine the relationship between two or more variables (Sugiyono, 2018). Quantitative can be defined as a research method based on the philosophy of positivism, used to research a specific population or sample, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing a predetermined hypothesis (Sugiyono, 2018).

## **3. Results and Discussion**

### **3.1. Measurement Model Analysis Results (Outer Model)**

Analysis of the measurement model or outer model is useful for ensuring the feasibility of using the measurement as a measurement (valid and reliable).

## a. Validity Test

### 1. Convergent Validity

*Convergent validity* is an indicator that measures the magnitude of the correlation between the construct and the latent variable in the evaluation of convergent validity from the examination of individual item reliability, which can be seen in the standardized loading factor which provides an overview of the magnitude of the correlation between each measurement item (indicator) and its construct. The expected value is  $> 0.7$ . In fulfilling the requirements of convergent validity, According to Chin, as quoted by Imam Ghozali, an outer loading value between 0.5 – 0.6 can be considered sufficient (Ghozali & Latan, 2015).

### 2. Loading Factor

	BA	GM	ISO	WOM
	0.830			
BA2	0.906			
BA3	0.890			
BA4	0.870			
GM1		0.853		
GM2		0.880		
GM3		0.844		
GM4		0.857		
GM5		0.904		
GM6		0.861		
GM7		0.839		
ISO1			0.930	
ISO2			0.958	
ISO3			0.946	
WOM1				0.813
WOM2				0.795
WOM3				0.793
WOM4				0.821
WOM5				0.769

Source: SmartPLS Output, Primary Data Processed, 2025

Based on the convergent validity test results shown in Table, all indicators for each construct have loading factor values above 0.70. This indicates that all indicators in this study can be said to be convergently valid because they are able to represent the constructs they measure well.

For the Brand Awareness (BA) construct, all indicators, BA1 to BA4, have loading values ranging from 0.830 to 0.906, indicating a strong contribution to the formation of the BA variable. Similarly, for the Guerilla Marketing (GM) construct, indicators GM1 to GM7 show loading values between 0.839 and 0.904. This indicates that all indicators in the GM construct have a very strong relationship to the construct they represent.

Furthermore, the Intention to service order (ISO) construct showed excellent results with loading factor values of its three indicators (ISO1, ISO2, and ISO3) of 0.930; 0.958; and 0.946, respectively. These very high values indicate that these indicators are highly representative in measuring consumer intention to order services. Meanwhile, in the Word

of Mouth (WOM) construct, indicators WOM1 to WOM5 showed loading values ranging from 0.769 to 0.821. Although the values were not as high as the other constructs, all were still above the minimum threshold of 0.70 suggested by Hair et al. (2010), thus still meeting the requirements for convergent validity.

Thus, it can be concluded that all constructs in this study—brand awareness, guerrilla marketing, intention to order service, and word of mouth—have met the criteria for convergent validity. This indicates that the indicators used in each latent variable have successfully represented the theoretical concepts being measured consistently and accurately.

### 3. Discriminant Validity

*Discriminant validity* This is a measure that shows that a latent variable differs from other constructs or variables theoretically and is empirically proven through statistical testing. Discriminant validity is measured using the Fornell-Lacker Criterion, HTMT, and cross-loading. The test results for each variable can be explained as follows:

#### Fornell Lacker Criterion Test

Validity testing using the Fornell-Larcker Criterion is conducted by examining the root value of the Average Variance Extraction (AVE) compared to the correlation between constructs. This test is met if the root of the AVE is greater than the correlation between variables.

#### Discriminant Validity Test Value with Fornell-Larcker Criterion Criteria

	BA	GM	ISO	WOM
BA	0.875			
GM	0.299	0.863		
ISO	0.571	0.334	0.945	
WOM	0.353	0.218	0.335	0.799

Source: SmartPLS Output, Primary Data Processed, 2025

The Brand awareness construct has a root AVE value of 0.875, which is higher than its correlation to the Guerilla marketing construct of 0.299, Intention to service order of 0.571, and Word of mouth of 0.353. This indicates that BA has good discriminant validity, because it is able to differentiate itself from other constructs in the model. The Guerilla marketing construct has a root AVE value of 0.863, which is higher than its correlation to Brand awareness (0.299), ISO (0.334), and WOM (0.218).

The Intention to Service Order construct showed the highest AVE root value, namely 0.945, which is clearly greater than its correlation with BA (0.571), GM (0.334), and WOM (0.335). This indicates that the ISO construct is very strong in distinguishing itself from other constructs. The Word of Mouth construct has an AVE root value of 0.799, which is greater than its correlation with Brand.

awareness(0.353), GM (0.218), and ISO (0.335), so it can be concluded that WOM also meets the criteria for discriminant validity.

Based on the Fornell-Larcker criteria, the four constructs in this study have good



discriminant validity, which means that each construct measures a different concept and does not overlap significantly.

### 3.1.1. Reliability

#### **Test Composite Reliability and Cronbach's Alpha**

*Composite reliability* is an index that can demonstrate the extent to which a measuring instrument is reliable and trustworthy. The composite reliability (pc) value of the latent variable measures the consistency and stability of the combined reliability measurement. High data reliability is achieved when the composite reliability is  $> 0.70$ .

*Cronbach's alpha* is a reliability test that can strengthen the results of composite reliability. Reliability or the fulfillment of Cronbach's alpha for a variable can be indicated by a Cronbach's alpha value  $> 0.70$ .

#### **Composite Reliability and Cronbach's Alpha**

	Cronbach's alpha	Composite reliability (rho_a)
BA	0.897	0.901
GM	0.943	0.957
ISO	0.940	0.942
WOM	0.860	0.877

*Source: SmartPLS Output, Primary Data Processed, 2025*

Based on the test results, all constructs in the model met the reliability criteria. The Brand Awareness (BA) construct had a Cronbach's Alpha value of 0.897 and a Composite Reliability of 0.901, which indicates that the indicators in this construct has excellent internal consistency. The Guerilla Marketing (GM) construct demonstrated the highest reliability, with a Cronbach's Alpha value of 0.943 and a Composite Reliability of 0.957. This indicates that the seven indicators used to measure GM are very robust and stable in describing the construct.

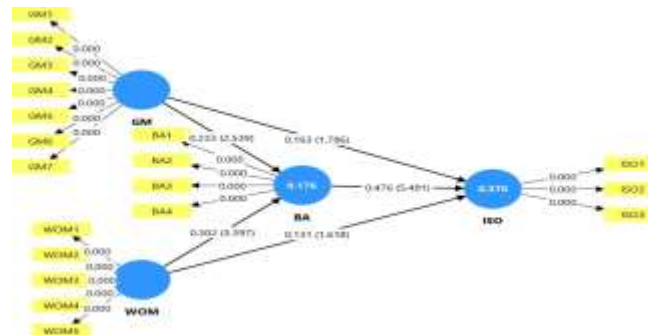
The Intention to service order (ISO) construct also has a very high level of reliability, with a Cronbach's Alpha value of 0.940 and a Composite Reliability of 0.942, indicating that the instrument used to measure the intention to use the service is very consistent. The Word of mouth (WOM) construct obtained a Cronbach's Alpha of 0.860 and a Composite Reliability of 0.877, which also exceeds the minimum limit and indicates that the WOM indicator has an adequate level of reliability to be used in further analysis.

Thus, the results of Table indicate that all constructs in this study have met the requirements for internal reliability, both based on Cronbach's Alpha and Composite Reliability values. This strengthens the belief that the instruments used in this study have been consistently tested in measuring the concepts studied.

### 3.1.2. Hypothesis Testing

After data processing, the results can be used to provide answers to the hypotheses in this study. In this study, hypothesis testing was conducted by looking at the t-statistic and P-

value. The influence between variables is said to be significant if the calculated t-value is greater than (5% significant t-table) 1.96. The hypothesis can be accepted if the P-Value <0.05. The basis for direct hypothesis testing is the output or value contained in the output path coefficients and indirect effects. Meanwhile, structural model testing is useful for explaining the relationship between research variables.



Source: SmartPLS Output, Primary Data Processed, 2025

### Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
BA -> ISO	0.476	0.474	0.087	5,481	0.000
GM -> BA	0.233	0.235	0.092	2,539	0.011
GM -> ISO	0.163	0.163	0.091	1,786	0.074
WOM -> BA	0.302	0.315	0.089	3,397	0.001
WOM -> ISO	0.131	0.141	0.081	1,618	0.106

Source: SmartPLS Output, Primary Data Processed, 2025

The results of the path coefficient analysis indicate the strength and direction of the relationship between latent variables, as well as the statistical significance of that relationship. The following is an interpretation of each path based on the Original Sample (O) value, T-statistics, and P-values:

#### 1 The influence of guerrilla marketing on intention to service order

The test results on the direct influence of Guerilla marketing on Intention to order service indicate that this hypothesis is rejected, because the p-value of 0.074 is greater than the significance limit of 0.05. Although the coefficient value is positive at 0.163 and the t-statistic is 1.786, these results indicate that the influence of Guerilla marketing on the intention to use RSI Wonosobo services is not directly significant. This indicates that the effect of Guerilla marketing on ISO is likely stronger if mediated by other variables, such as Brand awareness.

#### 2 The Influence of Word of Mouth on Intention to Order Service

The hypothesis regarding the direct influence of Word of Mouth on Intention to Order Service is rejected, because the p-value of 0.106 exceeds the threshold of 0.05. The path coefficient of 0.131 and the t-statistic of 1.618 indicate an influence, but it is not statistically

significant. This indicates that WOM does not directly encourage people's intention to use RSI Wonosobo services, although it may still have an indirect influence through increasing brand awareness.

### 3.1.3. Indirect Testing

#### ***Specific Indirect Effect(Mediation Effect)***

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
GM -> ISO	0.111	0.112	0.050	2,215	0.027
WOM -> ISO	0.144	0.148	0.049	2,960	0.003

Source: SmartPLS Output, Primary Data Processed, 2025

1. Indirect Impact of Guerilla Marketing (GM) on *Intention to service order*(ISO) through Brand awareness (BA) The coefficient value of the mediation effect is 0.111, with a t-statistic of 2.215 and a p-value of 0.027. Since the p-value is smaller than 0.05, the mediation hypothesis is accepted. This means that brand awareness significantly mediates the relationship between guerilla marketing and intention to order service. Although the direct effect of GM on ISO is not significant, through BA, the effect becomes significant. This indicates that the effectiveness of guerilla marketing will be more pronounced if it is able to increase brand awareness first.

2. Indirect Effect of Word of Mouth (WOM) on Intention to Service Order (ISO) through Brand Awareness (BA) The mediation effect coefficient is 0.144, with a t-statistic of 2.960 and a p-value of 0.003. Since the p-value <0.05, the mediation hypothesis is also accepted. This indicates that Brand Awareness significantly mediates the relationship between Word of Mouth and In other words, WOM is more effective in driving service usage intentions if it can first increase public awareness of the RSI brand.

### 3.2. The influence of guerrilla marketing on intention to service order

The analysis results show that the direct effect of guerrilla marketing on intention to order service is insignificant (p-value = 0.074). This indicates that despite the GM strategy being implemented, consumers have not been directly encouraged to use RSI Wonosobo's services. This is consistent with the findings of Faddila & Sumarni (2023) who stated that guerrilla marketing does not always have a significant impact on purchasing decisions.

However, these findings differ from those of several studies, such as Ravindran et al. (2019) and Selan & Lapian (2021), which found GM to have a positive impact on purchase intention. This discrepancy may be due to the demographic characteristics of respondents or the highly sensitive healthcare context, necessitating a combination of unconventional strategies with a more educational and trust-building approach.

These findings offer important conceptual and practical implications. Guerrilla marketing, known as an unconventional, cost-effective, and creative marketing strategy, aims to create appeal through elements of surprise, humor, or unusual visuals (Levinson, 2018; Hutter & Hoffmann, 2011). This strategy is often implemented in the form of street promotions, viral



campaigns, or innovative community activities. However, in the context of healthcare services like RSI Wonosobo, this approach has not been proven to directly increase consumer intention to order or use services.

One reason for this insignificant relationship may lie in the characteristics of the healthcare market. Unlike conventional consumer products, healthcare is more serious, personal, and risky, so the decision to use such services is not driven solely by emotional engagement or visual appeal. Consumers place greater importance on trust, institutional reputation, professionalism, and medical credibility. Therefore, even though guerrilla marketing campaigns are appealing, without reinforcement of brand value and assurance of service quality, consumers are not motivated to act.

This finding is in line with research by Faddila & Sumarni (2023) which states that guerrilla marketing does not have a direct effect on purchasing intentions, especially when the message conveyed is not resonates with consumers' functional and emotional needs. Conversely, this finding contradicts the findings of studies by Ravindran & Venkatesh (2019), Selan & Lapian (2021), and Tam & Khuong (2015), which found GM to have a significant influence on purchase intention. This difference confirms that GM's effectiveness is contextual, highly dependent on market characteristics, product/service type, and the strength of the brand underlying the strategy.

RSI Wonosobo needs to implement a guerilla marketing strategy that aligns with brand building efforts. GM's elements of surprise and creativity need to be linked to the hospital's core values, such as medical reliability, humanity, prompt service, and trust. When GM's message is merely artistic or gimmicky, but not connected to brand values, its impact on ISO will be minimal.

### **3.2.1. The influence of word of mouth on intention to order service**

The test results show that Word of mouth (WOM) does not have a direct significant effect on Intention to service order (ISO) at RSI Wonosobo, with a p-value of 0.106 ( $> 0.05$ ) and a coefficient value of 0.131. Although the direction of the relationship is positive, this result does not meet the statistical significance limit, so the hypothesis stating that there is a direct effect of WOM on ISO is rejected.

This finding is interesting, considering that WOM has long been generally recognized as one of the factors influencing decision making.

consumer decisions, especially in the context of healthcare services. Previous studies (such as Rahman et al., 2018; Gürcü & Korkmaz, 2018; Kusumapradja & Ramadhan, 2024) suggest that word-of-mouth, whether in the form of personal recommendations, patient testimonials, or online reviews, can significantly impact patient trust and decisions in choosing healthcare services. Therefore, the results of this study provide a new perspective that the influence of WOM is not universal or automatic.

Word of mouth that is not specific or lacks clarity regarding brand or institutional identity can lose its effectiveness. In many cases, consumers may hear reviews or experiences of others about healthcare services but are unable to clearly connect this information to RSI

Wonosobo. When word of mouth does not explicitly shape brand perceptions, its impact on service usage intentions is weakened. This aligns with the findings of Godes & Mayzlin (2024), who stated that the effectiveness of word of mouth depends on the context, source credibility, and its connection to the brand image.

WOM acts as an initial stimulus, but without being reinforced by strong brand perceptions, it is unable to effectively drive service usage intentions. This is also supported by a study by Setiawan (2018), which found that WOM does not always influence service usage intentions.

purchase, depending on how consumers interpret the information in the context of the brands they recognize.

### **3.2.2. The influence of guerrilla marketing on brand awareness**

The results of the path analysis show that Guerilla Marketing (GM) has a positive and significant effect on Brand Awareness (BA), with a p-value of 0.011 ( $<0.05$ ) and a coefficient of 0.233. This means that the guerrilla marketing strategy implemented by RSI Wonosobo has been proven to be able to increase public awareness of the hospital brand. The hypothesis stating that there is an effect of GM on BA is statistically accepted.

These findings reinforce the theory put forward by Hutter and Hoffmann (2011), who stated that guerrilla marketing—with its unconventional, surprising, and creative characteristics—has strong potential to build and strengthen brand awareness. Guerilla marketing targets consumers' emotional and cognitive aspects through surprise, humor, and unusual media, thus creating a lasting impression that is more memorable.

This study also aligns with Levinson's (2018) thinking, which states that GM can break through audience boredom with traditional advertising and provide a personally engaging experience. When a marketing message is packaged visually and emotionally in an unexpected way, consumers are more likely to engage with it pay attention to it, process it more deeply, and associate it with the brand in question.

Guerilla marketing strategies such as creative social campaigns, visual promotions through digital media, collaborations with local communities, and events containing emotional value are concrete examples of an effective GM approach. When the public sees RSI's involvement in authentic social activities or inspiring digital campaigns, their association with RSI becomes stronger and more positive. This forms brand awareness, namely the public's ability to recognize and remember RSI Wonosobo as a trustworthy healthcare institution that is relevant to their needs.

Brand awareness serves as the initial step in the consumer decision-making process. Brand awareness plays a crucial role in shaping consumers' initial considerations before taking action, particularly in the context of healthcare services, which rely heavily on perceptions of trust and reputation. When consumers recognize the name of RSI Wonosobo and have positive associations with it, they are more likely to consider using its services when needed.

This study is also consistent with the findings of Faddila & Sumarni (2023) and Ravindran & Venkatesh (2019) which show that GM has a direct influence on increasing brand

awareness.

However, to achieve optimal effectiveness, the GM must remain consistent with the values and identity of RSI Wonosobo, and be directed toward strengthening public trust in the institution. A unique and engaging GM is insufficient if it doesn't convey messages relevant to RSI's identity and reputation as a professional, safe, and humane healthcare provider.

### **3.2.3. The influence of word of mouth on brand awareness**

The results of the path analysis show that Word of Mouth (WOM) has a positive and significant influence on Brand Awareness (BA), with a p-value of 0.001, smaller than the significance limit of 0.05. This value indicates that the hypothesis stating that there is an influence of WOM on BA is statistically accepted. WOM in this context includes various forms of communication, both directly verbally, testimonials from previous patients, to recommendations spread through social media and digital platforms.

Word of Mouth (WOM) is a highly credible form of communication because it originates from the actual experiences of consumers, not from the company or institution in question. Therefore, Word of Mouth (WOM) is a powerful tool for spreading brand information, enhancing reputation, and building public trust.

Word of mouth plays a crucial role in establishing first impressions of an institution. Many prospective patients and their families rely on recommendations from those close to them who have had firsthand experience in choosing a hospital. Trust in the source of information is a key factor making word of mouth more influential than conventional advertising, particularly in service sectors like healthcare, where risk, trust, and convenience are key considerations.

Furthermore, digital word-of-mouth (WOM)—such as Google Reviews, social media comments, and discussions in local health forums—has expanded the reach of RSI Wonosobo's brand message. In today's digital world, consumers hear reviews not only from friends and family but also from online communities with similar experiences. When the narrative is dominated by positive experiences, positive associations with the brand increase, creating stronger and broader awareness.

*Brand awareness* The word-of-mouth (WOM) brand image created through WOM not only means that consumers recognize the name of RSI Wonosobo, but also understand the values inherent in the brand, such as friendly service, complete facilities, and competent medical personnel. Thus, WOM not only introduces the brand but also builds brand identity (brand image) in the minds of consumers.

These results suggest that Wonosobo Islamic Hospital (RSI) needs to nurture and encourage WOM as part of its institutional branding strategy. One way to do this is by providing a consistent, high-quality, and personalized service experience, as a positive experience will encourage patients to voluntarily recommend the hospital to others. The RSI can also actively manage online reviews, both by responding to patient feedback and displaying testimonials in the form of social media content that strengthens the brand image. Furthermore, WOM strategies need to be integrated with customer advocacy programs,

such as inviting patients to share their stories on the hospital's official social media platforms or creating digital campaigns that involve real patient experiences.

#### **3.2.4. The Influence of Brand Awareness on Intention to Service Order**

The results of the study show that Brand Awareness (BA) has a positive and significant effect on Intention to Service Order (ISO), with a p-value of 0.000 and a t-statistic of 5.481. The path coefficient value of 0.476 indicates a strong relationship.

between the two variables. This finding supports the hypothesis that the higher consumer awareness of the RSI Wonosobo brand, the greater the likelihood that they will have the intention to use the hospital's services.

*Brand awareness* Brand awareness is a key component in the early stages of the consumer decision-making process. Brand awareness reflects not only whether consumers recognize a brand, but also the extent to which they can recall and distinguish it from competitors. In the healthcare context, this is particularly important because decisions about using hospital services are often influenced by perceptions of the institution's reputation and image.

This study also supports Moe and Fader's (2024) argument that brand awareness has a direct influence on purchase intention, as consumers feel more confident and comfortable when interacting with a familiar brand. In the case of RSI Wonosobo, brand awareness provides a sense of psychological security to potential patients because they are already familiar with the hospital, whether through personal experience, promotions, or recommendations from others.

Furthermore, several previous studies, such as those by Pandjaitan (2018), Shahid et al. (2017), Hariyanti et al. (2023), and Adani & Dewanto (2024), also support this finding by stating that brand awareness is a strong predictor of purchase or service usage intentions. Strong brand awareness will encourage patients to consider RSI Wonosobo as a top-of-mind choice when they need health services.

RSI Wonosobo has utilized various approaches to build brand awareness, such as social campaigns, humane services, visual promotional activities, and emotional engagement through patient testimonials. When consumers identify RSI as a credible, professional, and community-focused institution, this positive perception becomes a key driver in forming an intention to order service.

*Brand awareness* It also has a reinforcing effect on the effectiveness of other marketing elements, such as guerrilla marketing and word of mouth. Without initial brand awareness, marketing messages tend to be difficult for consumers to cognitively process, resulting in no real intention or action. Therefore, brand awareness acts as a crucial foundation in the strategic marketing communications process.

RSI Wonosobo needs to prioritize building and maintaining brand awareness in its healthcare marketing strategy. This can be achieved through consistent brand messaging, a strong visual identity, improved service delivery, and emotional storytelling that touches on the human aspect of patients. RSI also needs to maintain its presence across various communication platforms, both digital and non-digital.

both online and offline, so that the brand remains on the radar of people's memories.

RSI can target specific segments of the population, such as young families, seniors, or local communities, with a tailored approach to build stronger emotional bonds. Brands that are not only well-known but also trusted and loved will have a greater chance of driving public intention to use its healthcare services.

### 3.2.5. Guerrilla marketingon intention to service order through brand awareness

The results of this study indicate that brand awareness significantly mediates the relationship between guerilla marketing (GM) and intention to order service (ISO). This finding is indicated by a p-value of 0.027 on the GM → ISO path through brand awareness, while the direct relationship between GM and ISO is not significant (p-value = 0.074). This indicates that the influence of GM on ISO is a full mediation, where the guerilla marketing strategy is only effective in driving service usage intentions if it first increases brand awareness of RSI Wonosobo. This finding is in line with the view of Azzari and Pelissari (2020) who stated that brand awareness is an important component in converting perceptions of marketing messages into intentions or concrete actions.

*Guerrilla marketing*GM is essentially a promotional approach that relies on creativity, surprise, and unconventional approaches. However, in the context of healthcare services like RSI Wonosobo, an emotionally and visually appealing GM campaign alone is not enough to directly generate intention to use the service. This is because the decision to choose a healthcare service requires deeper trust and understanding, not just a fleeting impression. Therefore, brand awareness, as a cognitive and emotional bridge, is crucial for connecting GM messages with consumer decisions.

These findings are supported by various previous studies, such as those by Al-Attari (2021), Selan and Lapien (2021), and Faddila and Sumarni (2023), which also demonstrated that brand awareness mediates the influence of guerrilla marketing on purchase intention or purchasing decisions. In this case, when GM is able to establish a strong brand perception, consumers become more trusting and motivated to act. For RSI Wonosobo, this indicates that every guerrilla marketing activity needs to be designed not only to attract attention but also to consistently strengthen the hospital's brand recognition and image.

Every form of guerilla marketing carried out by RSI Wonosobo Management must convey a message that aligns with the brand image, institutional values, and superior services offered. GM must be integrated.

within a comprehensive brand communication strategy to generate long-term impact, not just fleeting interest. This will build strong brand awareness, which will then positively impact patient intention to use RSI services. In short, a new guerrilla marketing strategy will only be successful in generating behavioral conversions if built on a solid foundation of brand awareness.



#### 4. Conclusion

Based on the research results, the following conclusions can be drawn: 1. Based on the results of direct and indirect testing in this study, it can be concluded that brand awareness plays a very important mediating role in influencing intention to order service at RSI Wonosobo. Directly, guerrilla marketing and word of mouth did not significantly influence intention to order service. However, both were shown to significantly influence brand awareness, and brand awareness ultimately had a significant direct influence on intention to order service. 2. To increase public intention to use Wonosobo RSI services (intention to order service), the primary strategy is to increase brand awareness. This brand awareness is a crucial bridge for guerrilla marketing and word of mouth strategies to effectively drive increased intention to order service. Without increased brand awareness, guerrilla marketing and word of mouth efforts will not have a significant direct impact on service usage decisions. 3. Brand awareness plays a full mediator role in the relationship between guerrilla marketing and word of mouth on the intention to order services. RSI Wonosobo is advised to focus more on guerrilla marketing and word of mouth strategies specifically designed to strengthen brand awareness in the minds of the public, as this will lead to an increase in the intention to use hospital services (intention to order services).

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