

FROM PERCEPTION TO DECISION: THE ROLE OF MARKETING MIX, SERVICE QUALITY, AND CONSUMER TRUST IN MEDICAL ON-CALL SERVICES



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Abstract

This study examines the influence of marketing strategy, service quality, and consumer trust on the decision to use medical on-call services, with consumer perception positioned as a mediating variable. Employing an explanatory sequential mixed methods design, the quantitative phase involved 95 users surveyed through a Likert-scale questionnaire and analyzed using multiple linear regression and mediation testing. The qualitative phase consisted of in-depth interviews with five informants to contextualize statistical findings and explore users' evaluative mechanisms. The results show that marketing strategy and service quality have a positive and significant effect on service-use decisions, whereas trust does not exert a direct influence. Consumer perception emerged as the only variable with a strong direct effect on decision-making and mediates the effects of marketing strategy and service quality partially, while fully mediating the effect of trust. Qualitative themes reinforce these findings by revealing that users' decisions are shaped by clarity of information, responsiveness, medical competence, perceived safety, and the relevance of services to personal needs. The study concludes that perception functions as the core cognitive–affective mechanism linking external stimuli to behavioral decisions in digital healthcare services. Managerial implications highlight the importance of perception-based service design, consistent communication, data security, and improved clinical interaction quality.

Keywords: Marketing Strategy, Service Quality, Consumer Trust, Consumer Perception, Service-Use Decision

INTRODUCTION

Marketing management in the modern healthcare industry has transformed into a comprehensive strategy that integrates value creation, benefit communication, and the utilization of digital technology to manage customer relationships. Service provider organizations are now required to shift from conventional communication to more responsive digital channels to build a strong reputation and perception in the minds of consumers (Aljuhmani et al., 2023). This is particularly crucial in medical on call services, where the decision to use the service is the result of complex interactions between customer expectations and perceptions of the provider's professionalism. As emphasized by Purwadhi et al. (2024), 'strengthening digital-based marketing strategies, developing adaptive services, and maintaining consistent value communication are key factors in enhancing the competitiveness of healthcare institutions.'

However, operational data at Omsa Medik for the 2024–2025 period indicates a significant challenge, with a service cancellation rate of 12%, mostly triggered by issues regarding waiting times and price perception. This phenomenon indicates that consumer perception acts as a mediating variable that filters every service element from quality to trust before a final decision is made (Wirtz & Lovelock, 2022). This mismatch between expectation and reality reinforces the existence of a research gap regarding the psychological mechanisms of consumers in direct-visit services. Through an explanatory sequential mixed methods approach, this study aims to uncover these dynamics because 'customer decisions are highly influenced by the perception of the value offered and confidence in the service provider' (Wirtz & Lovelock, 2022), especially in the high-risk healthcare service sector.

REVIEW OF LITERATURE

Medical on-Call Service Marketing Strategy

Marketing strategy in digital healthcare services is not merely an effort to increase demand, but rather a coordinated logic to create value and build mutually beneficial long-term relationships with patients (Kotler & Armstrong, 2020). Through a relationship marketing approach, companies strive to strengthen customer commitment and trust by optimizing the 7P marketing mix (product, price, place, promotion, people, process, and physical evidence) to work synergistically (Batat, 2024). In the modern medical ecosystem, "strengthening digital-based marketing strategies, service development, and consistency in value communication are key factors in enhancing the competitiveness of healthcare institutions in the era of digital transformation" (Rohrohmana et al., 2024). This strategy ensures that every element, from the professionalism of medical personnel to the efficiency of digital procedures, represents service credibility capable of addressing the specific needs of the target market. The implementation of this marketing strategy serves as an external stimulus processed cognitively and affectively by consumers before generating a specific behavioral response. Based on the Stimulus-Organism-Response (S-O-R) theory, marketing stimuli are interpreted into perceived benefit value, which then determines the decision to use the service (Wang et al., 2022). This is further reinforced by the Theory of Planned Behavior (TPB), which states that positive attitudes and intentions to use services grow from consumer perceptions of message credibility and ease of access to information. In conclusion, marketing strategies in digital healthcare services play a dual role because they "directly

influence consumer decisions and indirectly shape positive perceptions that serve as a mediator" (Zade et al., 2024). Thus, message personalization and data security guarantees become the primary foundation for marketing effectiveness in driving sustainable service usage decisions.

Service Quality in Medical on-Call Services

Service quality in the digital healthcare sector is the consumer's perception of the extent to which the services received are able to meet or exceed their expectations (Prasetyo & Kusumawati, 2022). In medical on-call services, quality benchmarks are not limited to medical outcomes but encompass the entire patient experience, summarized in the five SERVQUAL dimensions: tangibles (physical/digital facilities), reliability, responsiveness, assurance, and empathy. As emphasized by Herawati et al. (2025), "service quality is a combination of the technical competence of healthcare professionals, the ability to respond quickly to patient needs, and an empathetic attitude in interaction." These five dimensions work simultaneously to form satisfaction, which serves as the primary basis for the healthcare service usage decision-making process. Within the Stimulus Organism-Response (S-O-R) theoretical framework, service quality functions as an external stimulus processed cognitively and emotionally by consumers (organism) to produce a behavioral response in the form of a service usage decision. The Theory of Planned Behavior (TPB) perspective reinforces this by explaining that positive perceptions of service quality increase behavioral intention through the formation of attitudes and perceived behavioral control (Rozenkowska, 2023). Empirically, "service quality is assumed to not only directly influence the decision to use medical on-call services but also indirectly through consumer perception as a mediator" (Okoeguale & Onobhayedo, 2022). Thus, response effectiveness, technical competence, and empathy become strategic instruments that bridge the actual patient experience with loyalty and future service reuse decisions.

Consumer Trust in Medical on-Call Services

Consumer trust in healthcare services is a deep-seated belief that the service provider will fulfill promises consistently, competently, and with integrity, even though patients have technical limitations in assessing medical procedures directly (Wirtz & Lovelock, 2022). In the medical on-call service ecosystem, trust is multidimensional, covering aspects of technical ability, benevolence, and consistency between promises and reality in the field (integrity). As emphasized by McKnight et al. (2002), in a digital context, trust is also built through institutional credibility and transparent management systems. This trust functions as a primary uncertainty reduction mechanism, where consumers feel safe to accept their own vulnerability to obtain the best medical action (Schroeder & Wang, 2025). In the Stimulus-Organism-Response (S-O-R) theoretical framework, trust acts as a cognitive-emotional stimulus formed from the accumulation of experience, information quality, and the digital reputation of the service provider. This stimulus is processed internally by consumers to form perceptions of safety and credibility, which ultimately determine the behavioral response in the form of service usage decisions (M. Zhou et al., 2025). Based on the Theory of Planned Behavior (TPB), high levels of trust will strengthen positive attitudes and perceived behavioral control, thereby triggering long-term intention and loyalty. Accordingly, "consumer trust is assumed to potentially provide a direct influence on medical on-call service usage decisions, as well as an indirect influence through consumer perception as a

mediating variable" (Wirtz, 2023). This makes trust a crucial foundation that not only drives initial usage decisions but also maintains customer retention in high-risk healthcare services.

Consumer Perception of Medical on-Call Services

Consumer perception is a selective process in which individuals interpret received stimuli into a meaningful picture of a service (J. Jin & Ryu, 2024). In digital healthcare service ecosystems such as medical on-call, perception integrates functional aspects, such as speed of access, with emotional aspects in the form of patient safety and comfort. Often, subjective experiences and emotional states such as anxiety while waiting for service have a more dominant influence in shaping perceptions than the technical medical quality itself (Deslauriers et al., 2021). As emphasized by Purwadhi et al. (2024), "patient perception is strongly shaped by direct experience during the service process, including the quality of interaction with healthcare professionals and the perceived sense of security, which ultimately influences healthcare service usage decisions."

Within the Stimulus-Organism-Response (S-O-R) theoretical framework, perception is positioned as a mediating variable or cognitive filter that bridges external stimuli (marketing strategy, service quality, and trust) with behavioral responses in the form of service usage decisions (Zhou et al., 2025). This mediating role is supported by Perceived Value Theory, where consumers evaluate the benefits obtained compared to the sacrifices made (Zeithaml, 1988). Organizational stimuli do not automatically produce action; instead, they must first be interpreted through the patient's internal mechanisms to create positive expectation confirmation. Thus, "positive perception toward the service will increase intention and usage decisions, while simultaneously strengthening long-term consumer loyalty" (Setiawan et al., 2023). This confirms that the effectiveness of operational strategies depends heavily on the company's success in forming impressions that align with patient expectations.

The Decision to Use Medical on-Call Services

The decision to use healthcare services is a complex cognitive and affective process in which consumers choose and evaluate services through five systematic stages, ranging from urgent need recognition to post-purchase evaluation that determines long-term loyalty (Engel et al., 2020; Polónia et al., 2024). As a high involvement service category, this decision is influenced by the synergy of internal factors such as motivation, past experience, and digital lifestyle, as well as external factors including marketing strategy, reference groups, and the provider's digital reputation (Kotler & Keller, 2018). Because patients often face technical limitations in assessing medical quality directly, they tend to rely on external indicators such as admin responsiveness, price transparency, and the professionalism of medical personnel as a basis for forming a sense of security. Therefore, the final decision on medical on-call services is ultimately the result of a strategic interaction between the consumer's urgent needs and the organization's ability to build trust and positive value perception from the first interaction (Wirtz & Lovelock, 2022; Zhan et al., 2024).

RESEARCH METHOD

Research Location and Duration

This research is conducted at OMSA Medik Denpasar, a digital-based healthcare institution providing medical on call services in the strategic area of Denpasar City and its surroundings. The location was selected based on the relevance of OMSA Medik's

operational model, which utilizes digital reservations, allowing the researcher to empirically analyze the influence of marketing strategy, service quality, and trust on service usage decisions in a competitive environment (Sujarweni, 2022). Periodically, this research is planned to take place over six months, from December 2024 to May 2025. The research stages are systematically designed using a mixed-methods approach, including literature study, instrument validation, quantitative data collection and analysis, followed by elaboration through qualitative data collection and analysis to produce a comprehensive final research report.

This study applies an explanatory sequential mixed methods design conducted in two systematic stages; beginning with the collection and analysis of quantitative data to test the relationships between variables, followed by a qualitative stage to deepen those numerical results (Creswell & Creswell, 2022). The qualitative stage is analyzed thematically to capture the participants' experiences and perceptions contextually, which are then mapped back to the research variables to confirm relationship patterns or explain weak statistical findings. By integrating these two methods, the research is able to produce a complete and consistent picture of the phenomenon, where quantitative data maps the relationship patterns while qualitative data serves as an explanatory force that provides in depth explanations and practically relevant recommendations for medical on-call services.

Population and Sample

The research population includes all users of OMSA Medik Denpasar medical on call services during 2024, totaling 1,653 visits (Yudawisastra, 2023). To determine the sample size for the quantitative stage, the researcher used the Slovin formula with a 10% margin of error ($e = 0.1$), resulting in a minimum sample size of 95 respondents. Sampling was conducted based on inclusion criteria: being at least 18 years old, having service experience within the last 12 months, and being willing to participate honestly. Furthermore, in the qualitative stage, informant selection was carried out through purposive sampling techniques with an initial target of 5 people or until data saturation (information sufficiency) was reached. Informants were selected from quantitative respondents who had in-depth experiences (both positive and negative) and were able to convey their views reflectively. The integration of these two participant groups aims to test statistical relationship patterns while gaining contextual insights into the factors influencing healthcare usage decisions at OMSA Medik.

Data Collection Techniques

This research applies data collection techniques in two stages aligned with the explanatory mixed method approach. The first stage begins with the collection of quantitative data through the distribution of closed ended questionnaires measuring variables of marketing strategy, service quality, trust, perception, and usage decisions using a five-point Likert scale. These data are then statistically tested to map the relationship patterns between variables. The second stage is conducted through a qualitative approach to deepen the statistical findings obtained previously. The researcher conducts semi-structured interviews with purposively selected informants to explore subjective experiences and provide in-depth explanations of certain phenomena, such as the mediating mechanism of consumer perception that may not be fully explained numerically. By integrating these two techniques, the research results provide not only a generalized overview through statistical data but also a rich contextual understanding from the perspective of OMSA Medik customers.

Operational Variables

Operationalization of variables is a crucial stage in quantitative research to translate abstract concepts into concrete and systematically measurable empirical indicators (Creswell, 2018). Through this process, theoretical variables are broken down into empirical variables to facilitate objective data collection and analysis (Sugiyono, 2023). In this study, the trust variable is measured through indicators of consistency, competence, integrity, and benevolence, while the commitment variable includes normative, affective, and continuance dimensions. The patient satisfaction variable is assessed based on aspects of speed, empathy, comfort, trust, and perceived value, while the dependent variable of patient loyalty is measured through visit intensity, recommendations, and ongoing interest. Measurement of all these indicators is carried out using a Likert scale to ensure that the research instrument has high validity and reliability in reflecting the actual perceptions of patients in the field.

Research Instrument

This research uses dual instruments consisting of a closed-ended five-point Likert scale questionnaire for quantitative data and a semi-structured interview guide for qualitative data. Quantitative variables are measured through Marketing Mix 7P indicators (Marketing Strategy), SERVQUAL (Service Quality), trust levels regarding security and reputation (Consumer Trust), and perceived benefits (Consumer Perception) to analyze service usage decisions based on the AIDA model. Before use, the quality of the instrument is ensured through validity testing using Product Moment correlation, where statement items are considered valid if r -calculated $>$ r -table. Furthermore, reliability testing is conducted using the Cronbach's Alpha formula; the instrument is declared consistent or reliable if the coefficient value is ≥ 0.60 . The integration of these two instruments aims to produce accurate statistical data as well as a deep contextual understanding from the informants regarding medical on-call services at OMSA Medik.

Data Analysis Techniques

This research applies two-stage data analysis techniques consistent with the explanatory sequential mixed methods design. The first stage uses quantitative analysis through multiple linear regression to test the influence of Marketing Strategy (X_1), Service Quality (X_2), and Consumer Trust (X_3) on Usage Decisions (Y), both directly and through Consumer Perception (Z) as a mediating variable. The strength of the model is analyzed using the F-test (simultaneous), t-test (partial), and the Coefficient of Determination (Adjusted R^2). To test the intervention role, this study applies the causal steps approach developed by Baron and Kenny (1986). As explained, "mediation testing is conducted to determine whether the Consumer Perception variable (Z) acts as an intervening variable (intermediary) in the relationship between the independent variables and the usage decision" (Baron & Kenny, 1986; Sujarweni, 2022). The second stage is followed by qualitative analysis, which serves to deepen and explain the statistical findings from the previous stage. This analysis follows a systematic flow including data reduction, data display, and conclusion drawing. The researcher performs thematic coding to map the subjective experiences of informants to provide context to the numerical results obtained. This approach refers to the interactive model of Miles et al. (2020), where "conclusion drawing is the stage when the researcher interprets emerging patterns and themes to explain meanings, reasons, and participant experiences" (Miles, Huberman, & Saldaña, 2020). With this integration, the research results

are expected to provide recommendations that are not only statistically accurate but also practically relevant.

RESULTS AND DISCUSSION

Validity and Reliability Test Results of the Instrument

The instrument testing was conducted to ensure that each item in the questionnaire accurately measures the research constructs. By utilizing the Corrected Item-Total Correlation technique in SPSS version 25 with a sample of 95 respondents, the validity standard was determined based on an r-table value of 0.202 at a 5% significance level ($\alpha = 0.05$). In accordance with the testing principles proposed by Notoatmodjo (2018), an item is declared valid if the calculated r-value (r_{count}) is greater than the r-table value, indicating that the data does not deviate from the intended description of the variable." Based on the test results, all items for the variables of marketing strategy, service quality, trust, perception, and usage decisions were declared valid and suitable for use in the subsequent stages of analysis.

Tabel 1
Instrument Validity Test Results

Variable	Item	Calculated r-value (r_{count})	Status
Marketing Strategy	Q1–Q14R	0,213 - 0,803	Valid
Service Quality	Q15- Q24R	0,308 –0,847	Valid
Consumer Trust	Q25- Q32R	0,474 –0,969	Valid
Consumer Perception	Q33– Q40R	0,197 –0,816	Valid
Usage Decision	Q41– Q48R	0,433 –0,986	Valid

The reliability test was conducted to measure the internal consistency of the instrument in measuring the same construct stably and repeatedly. Based on the analysis using the Cronbach's Alpha coefficient, a variable is categorized as reliable if it possesses a value of ≥ 0.70 , in accordance with the criteria established by Hair et al. (2019). The test results indicate that the five research variables have coefficient values ranging from 0.85 to 0.94. As explained by Notoatmodjo (2018), "reliability demonstrates the extent to which measurements performed with the same measuring tool under the same conditions maintain their consistency." Consequently, all instruments are declared to have very high reliability, ensuring that the resulting data is considered consistent and suitable for proceeding to the hypothesis testing stage.

Table 2
Instrument Reliability Test Results

Variabel	Cronbach's Alpha	Ket
Marketing Strategy	0,858	Reliabel
Service Quality	0,926	Reliabel
Consumer Trust	0,938	Reliabel
Consumer Perception	0,858	Reliabel
Usage Decision	0,935	Reliabel

Respondent Characteristics

This study involved 95 respondents who utilize the OMSA Medik Denpasar medical on-call service, dominated by the productive age group under 35 years old (54.7%). This demographic profile suggests a consumer base that is highly adaptive to digital technology. Based on gender distribution, service usage is relatively balanced between females (50.5%) and males (49.5%). From a demographic perspective, the respondent profile is dominated by international tourists, with the highest percentage originating from Australia (34.7%). This indicates the critical importance of cross-cultural marketing strategies and high-quality communication in service delivery. Regarding behavioral patterns, the majority of respondents are first-time users, with a single-use frequency reaching 90.5%. These characteristics emphasize that for OMSA Medik, "service quality and trust are key factors in increasing repeat usage amidst the dominance of new customers and foreign tourists" (Zhan et al., 2024).

Quantitative Descriptive Statistical Analysis: Descriptive Statistics of Research Variables

Tabel 3
Descriptive Statistics of Research Variables

Variabel	N	Min	Max	Mean	Std. Deviation
Marketing Strategy	95	2.57	3.14	3.03	0.081
Service Quality	95	2.80	3.40	3.01	0.061
Consumer Trust	95	2.50	3.13	2.99	0.059
Consumer Perception	95	2.63	3.50	3.01	0.146
Usage Decision	95	2.63	3.25	3.01	0.097

The descriptive statistical analysis of the five main research variables indicates that respondents provided positive and relatively homogeneous assessments, with mean values for all variables ranging between 2.99 and 3.03. Marketing Strategy (X_1) achieved the highest mean of 3.03, reflecting the effectiveness of OMSA Medik's information access and promotion. Meanwhile, Service Quality (X_2), Consumer Perception (Z), and Usage Decision (Y) consistently recorded a mean of 3.01. Although the Consumer Perception (Z) variable exhibited the highest standard deviation (0.146) suggesting a slight diversity in the interpretation of service benefits the overall low standard deviation across all variables (<

0.15) confirms that respondent perceptions are stable and evenly distributed (Hair et al., 2019). Theoretically, these scores, which sit above the midpoint of the Likert scale, signify a positive consumer trend. According to Sugiyono (2022), this "serves as a crucial foundation for conducting inferential analysis to test causal relationships and mediation roles between variables in greater depth.

Qualitative Participant Characteristics

Table 4.
Qualitative Research Participant Profile

Code	Name	Gender	Age	Country of origin	Frequency of Use (12 Months)
N01	Tn. I	M	80	Indonesia	3
N02	Tn. S	M	48	Australia	2
N03	Ny. N	F	71	Indonesia	3
N04	Ny. A	F	59	Australia	2
N05	Ny. C	F	28	Filipina	2

The qualitative phase of this research employed a semi-structured interview approach to deepen the quantitative findings through the lived experiences of OMSA Medik service users. Utilizing a purposive sampling technique, five informants were selected to represent a diverse range of ages (28–80 years), genders, and nationalities (Indonesia, Australia, and the Philippines). This sample size is considered to have met the principle of data saturation, the point at which no significant new information is discovered to address the research objectives (Creswell & Clark, 2018). The involvement of participants from varied cultural backgrounds and usage frequencies is crucial for exploring how individual expectations shape subjective perceptions. As explained by Hadi & Clough (2023), "qualitative insights allow researchers to capture the nuances of consumer behavior that numerical data alone may overlook, providing a holistic understanding of the service experience.

Quantitative Research Results

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	(B)	Std. Error	(Beta)	t	
(Constant)	0.069	0.808	-	0.086	0.932
Marketing Strategy	0.356	0.108	0.298	3.295	0.001
Service Quality	0.367	0.149	0.229	2.461	0.016
Consumer Trust	0.029	0.156	0.017	0.186	0.853
Consumer Perception	0.224	0.060	0.337	3.713	0.000

This study demonstrates that the usage decisions for OMSA Medik’s medical on-call services are significantly influenced by marketing strategy, service quality, and consumer perception. Statistically, Marketing Strategy (X_1) exerts a strong positive influence ($b = 0.356$; $p < 0.05$), where the effectiveness of digital promotion and communication credibility are proven to drive consumer interest. This aligns with the marketing mix theory that an integrated marketing mix "is capable of driving consumer purchasing decisions" (Kotler & Keller, 2021). Similarly, Service Quality (X_2) ($b = 0.367$; $p < 0.05$) reinforces that the reliability and empathy of medical personnel are crucial factors, consistent with the SERVQUAL model (Parasuraman et al., 1988). However, it was found that Consumer Trust (X_3) does not have a significant direct influence on usage decisions ($p = 0.853$). This phenomenon indicates that trust serves more as an antecedent variable whose influence is mediated by Consumer Perception (Z). Consumer perception itself emerged as the most dominant factor in this study ($\beta = 0.337$). Overall, these results confirm that consumer decisions are not based solely on functional aspects but are highly dependent on psychological factors, where "the psychological perception of the consumer plays a very dominant role in driving the decision to use medical on-call services.

Coefficient of Determination (R^2) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.534 ^a	0.285	0.285	0.285

The regression analysis reveals that the decision to use OMSA Medik medical on-call services is significantly influenced by marketing strategy ($b = 0.356$), service quality ($b = 0.367$), and consumer perception ($b = 0.224$), with consumer perception emerging as the most dominant factor ($\beta = 0.337$). Conversely, consumer trust ($p = 0.853$) shows no direct influence; instead, it serves as an antecedent variable mediated by the perception of service benefits and convenience. Simultaneously, the model exhibits a moderately strong relationship ($R = 0.534$) with an R-Square value of 0.285. This indicates that the included variables contribute 28.5% to the usage decision, while the remaining 71.5% is influenced by external factors such as price and user experience. These findings confirm that beyond functional elements, the psychological perception of the consumer plays a very dominant role in driving service usage decisions, aligning with the view that situational and personal factors are crucial in digital healthcare decisions (Kotler and Keller, 2021; Creswell and Clark, 2018).

F Test (Simultaneous Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.254	4	0.063	8.971	0.000 ^b
Residual	0.636	90	0.007		
Total	0.890	94			

The ANOVA test results in Table 4.11 show an F-value of 8.971 with a significance level of $0.000 < 0.05$, which proves that this regression model is statistically valid and possesses strong feasibility in explaining consumer behavior. Simultaneously, the variables of marketing strategy, service quality, trust, and consumer perception have a significant influence on the decision to use OMSA Medik Denpasar services. This finding strengthens the results of the previous coefficient of determination (R²) test, confirming that the consumer decision to choose medical on-call services is the result of a synergistic interaction between effective marketing efforts, good service quality, high levels of trust, and positive perceptions of the value and reputation of OMSA Medik.

T-test (Partial)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	0.069	0.808	-	0.086	0.932
Marketing Strategy	0.356	0.108	0.298	3.295	0.001
Service Quality	0.367	0.149	0.229	2.461	0.016
Consumer Trust	0.029	0.156	0.017	0.186	0.853
Consumer Perception	0.224	0.060	0.337	3.713	0.000

Based on the test results in Table 4.12, it was found that marketing strategy ($t = 3.295$; $p < 0.05$) and service quality ($t = 2.461$; $p < 0.05$) have a positive and significant influence on usage decisions, confirming that digital promotion effectiveness and service quality dimensions such as reliability and empathy are the primary drivers of consumer interest. Although consumer trust does not show a significant direct influence ($p = 0.853$), the consumer perception variable emerges as the most dominant factor ($t = 3.713$; $\beta = 0.337$) in influencing the decision to use OMSA Medik Denpasar services. This finding is consistent with the Stimulus-Organism-Response (S-O-R) theory, where perception acts as the organism component that mediates marketing and service stimuli into an action response. Overall, these results confirm that the decision to use medical on-call services is the result of an integration between functional and psychological aspects, with positive perception of service value and reputation serving as the key strategic factor bridging the relationships between these variables.

Mediation Test

Based on the Baron and Kenny (1986) approach, the mediation test results show that consumer perception (Z) plays a crucial role in bridging the independent variables toward usage decisions. Consumer perception is proven to be a partial mediator in the relationship between marketing strategy (B decreased from 1.085 to 0.626) and service quality (B decreased from 1.295 to 0.872), indicating that promotion effectiveness and service reliability do not only have a direct impact but also work by building a positive impression of service value and professionalism in the minds of consumers (Wirtz and Lovelock, 2022; Parasuraman et al., 1988). Interestingly, a full mediation phenomenon was found in the

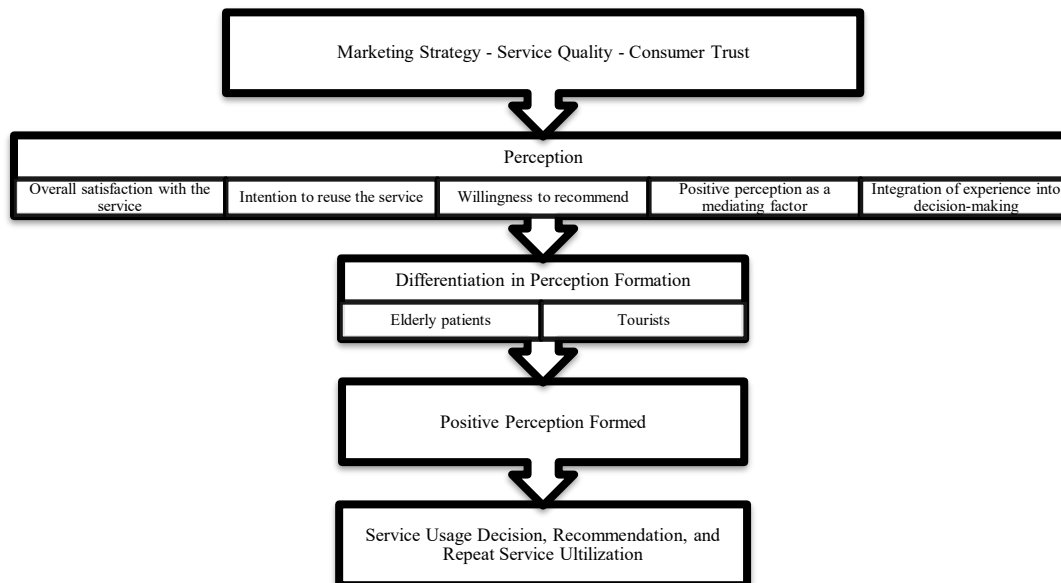
consumer trust variable; trust has no direct influence on the decision ($p = 0.853$), but its influence is fully channeled through consumer perception. This confirms that trust in medical integrity will only drive usage actions if it has successfully formed a positive perception regarding comfort and credibility, positioning trust as a fundamental psychological antecedent in the digital healthcare service ecosystem.

Qualitative Research Results.

Qualitative analysis of the five informants (N01–N05) indicates that the decision to use OMSA Medik Medical On-Call services is triggered by the synergy between marketing factors, service quality, and trust, which collectively form positive consumer perceptions. Effective marketing strategies through social media and fee transparency serve as the primary entry point for building realistic expectations, while responsive, professional, and punctual service quality provides a satisfying real-world experience. Furthermore, consumer trust is established through medical ethics and personal data security guarantees, which, according to the informants, form the basis of a sense of security in utilizing the service. All these functional experiences then crystallize into a positive perception regarding value for money and service relevance, particularly for the elderly with limited mobility as well as tourists requiring flexibility. As a result, this positive perception not only drives the initial usage decision but also creates loyalty in the form of repeat usage intention and a willingness to recommend the service to others, proving that perception is the primary psychological bridge between service stimuli and consumer behavioral responses.

CONCLUSION

This research concludes that the decision to use OMSA Medik medical on-call services is determined by the integration of functional and psychological factors, where consumer perception serves as the most strategic variable and the only direct trigger for usage actions. Partially, marketing strategy and service quality are proven to have a significant influence because they are capable of creating value expectations and a sense of security through the responsiveness and professionalism of medical personnel. Interestingly, consumer trust does not trigger decisions directly in urgent situations; instead, it acts as an antecedent that strengthens long-term perception and loyalty. Through mediation analysis, it was found that consumer perception acts as the primary evaluative mechanism that partially mediates marketing strategy and service quality, while fully mediating trust (full mediation). This confirms that external stimuli in the form of promotion and service quality will only result in a usage decision if they are successfully converted into positive perceptions regarding service suitability, a sense of security, and value for money in the mind of the consumer.



Thematic Findings Framework on the Influence of Marketing Strategy, Service Quality, and Consumer Trust on Service Usage Decisions through Consumer Perception

Suggestion

To enhance service performance, OMSA Medik is recommended to integrate operational and digital aspects through the establishment of a marketing content verification unit to ensure information accuracy, alongside the implementation of SOPs based on a real-time dashboard to monitor the punctuality of medical personnel responses. Improving service quality requires support from empathetic communication training for medical staff, as well as cost transparency protocols and periodic data security audits to strengthen consumer trust. Technically, simplifying the digital interface and developing a service blueprint by cross-divisional teams are crucial to ensuring that every touchpoint in the customer journey forms a consistent positive perception. Finally, for academic development, future research is suggested to expand the scope of variables to include user experience (UX), digital literacy, and switching costs, while utilizing longitudinal or comparative approaches to capture the dynamics of user behavior within the continuously evolving digital healthcare ecosystem.

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