

ABSTRACT

Brand Equity on Acetic Visual Inspection of Acetic Acid and Clinical Breast Examination: A Systematic Review

IVA and CBE examinations are the strategy for early detection of cervical cancer and breast cancer. The achievement of IVA and CBE examinations in Indonesia in 2019 was very far from the target, which is only 12.2% of the total women aged 30-50 years. The purpose of this study was to determine the relationship between brand equity, brand awareness, brand image, and brand trust in customer demand for IVA and CBE examinations.

This type of research was a systematic review conducted by the guideline protocols of The Center for Review and Dissemination and the Joanna Briggs Institute Guideline and the PRISMA checklist. The strategy for finding articles using the PICOS framework was carried out in September-October 2020. The data used were 10 national and international journal articles that were included which were obtained through the database, namely Garuda, Scopus, Science Direct, Proquest, and Springerlink all journals. Search for articles using keywords and boolean operators (AND, OR, NOT, or AND NOT).

The results showed that of the 10 articles reviewed, 7 articles examined the IVA test method and 3 articles examined the CBE test method. The outcome in the form of utilization of IVA and CBE test services is influenced by brand equity which consists of brand awareness, brand image, and brand trust. The level of brand awareness and level of brand trust of women towards the high IVA and CBE tests as well as a good brand image of the IVA and CBE tests can increase customer demand for IVA and CBE examinations. It is hoped that health facilities will increase women's interest in the use of IVA and CBE testing services by making effective promotional efforts.

Keywords: brand equity, clinical breast examination, visual acetic acid inspection

ABSTRAK

Brand Equity pada Pemeriksaan Inspeksi Visual Asam Asetat dan Clinical Breast Examination: A Systematic Review

Pemeriksaan IVA dan CBE merupakan layanan untuk deteksi dini kanker leher rahim dan kanker payudara. Capaian pemeriksaan IVA dan CBE di Indonesia tahun 2019 masih sangat jauh dari target yang telah ditetapkan yaitu hanya sebesar 12,2% dari jumlah seluruh wanita berusia 30-50 tahun. Tujuan penelitian ini adalah mengetahui hubungan *brand equity*, *brand awareness*, *brand image* dan *brand trust* terhadap *customer demand* pemeriksaan IVA dan CBE.

Jenis penelitian ini adalah *systematic review* yang dilakukan sesuai dengan protokol panduan dari *The Centre for Review and Dissemination and the Joanna Briggs Institute Guideline* dan *PRISMA checklist*. Strategi untuk mencari artikel menggunakan *PICOS framework* yang dilakukan pada bulan September-Oktober 2020. Data yang digunakan berupa 10 artikel jurnal nasional dan internasional yang disertakan yang didapat melalui *database* yaitu *Garuda*, *Scopus*, *Science Direct*, *Proquest*, dan *Springerlink all journal*. Pencarian artikel menggunakan *keyword* dan *boolean operator* (*AND*, *OR*, *NOT*, atau *AND NOT*).

Hasil penelitian menunjukkan bahwa dari 10 artikel yang dikaji terdapat 7 artikel yang meneliti tentang metode tes IVA dan 3 artikel meneliti tentang metode tes CBE. *Outcome* berupa pemanfaatan layanan tes IVA dan CBE dipengaruhi oleh *brand equity* (ekuitas merek) yang terdiri dari *brand awareness*, *brand image* dan *brand trust*. Tingkat kesadaran (*brand awareness*) dan tingkat kepercayaan (*brand trust*) wanita terhadap tes IVA dan CBE yang tinggi serta citra merek (*brand image*) tes IVA dan CBE yang baik dapat meningkatkan *customer demand* pemeriksaan IVA dan CBE. Diharapkan fasilitas kesehatan untuk meningkatkan minat wanita terhadap pemanfaatan layanan tes IVA dan CBE dengan melakukan upaya promosi yang efektif.

Kata kunci: *brand equity*, *clinical breast examination*, inspeksi visual asam asetat