

LOYALTY OF INPATIENTS AT MARDI LESTARI GENERAL HOSPITAL SRAGEN IN TERMS OF THE INFLUENCE OF ASPECTS OF HOSPITAL IMAGE AND SERVICE QUALITY

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ABSTRACT

Customer or patient-oriented quality health services are the main strategy for health service organizations in Indonesia, to continue to exist amidst increasingly strong global competition, this research aims to analyze the influence of hospital image, and service quality on customer loyalty, and analyze the influence of image hospitals on customer loyalty with customer satisfaction as a mediating variable. This research uses quantitative methods, the sampling technique in this research is non-probability sampling with a purposive sampling technique. The data collection method used in this research is by distributing questionnaires with a Likert scale. The population in this study were inpatients at RSUD Mardi Lestari Sragen, with 110 respondents. The data analysis technique in this research uses Partial Least Square (PLS) using SMARTPLS software which consists of Outer model and Inner model analysis. This research reveals that the variables of hospital image and service quality can have a positive and significant effect on customer loyalty. Customer satisfaction can mediate the relationship between hospital image and service quality on customer loyalty. This research recommends that hospital management continue to improve its image by providing good services. good service, so that patient satisfaction will be maintained. The results of this study also recommend that hospital brand image and service quality directly increase patient satisfaction.

Keywords: Hospital Image, Service Quality, Customer Loyalty, Customer Satisfaction

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INTRODUCTION

Cultivating and nurturing customer loyalty is a strategic imperative, a journey of building lasting relationships that ultimately define the true measure of success for any enterprise. Many previous studies have been conducted on customer loyalty, according to (Asnawi et al., 2019)The results of his research stated that the hospital image did not affect patient loyalty, however, it had a big impact on patient satisfaction. Furthermore, patient satisfaction has a major impact on ward patient loyalty. This research also explains that the quality of service provided by hospitals has a direct influence on patient satisfaction and loyalty. Therefore, the high quality of service a hospital provides will influence patient satisfaction and loyalty; a positive and attractive hospital image is an important factor in ensuring patient satisfaction. Meanwhile, research conducted by(Meesala & Paul, 2018)The results of his research stated that service quality has an impact on patient satisfaction. Patient satisfaction is directly related to patient loyalty to the hospital.

Customer or patient-oriented quality health services are the main strategy for health service organizations in Indonesia so that they continue to exist amidst increasingly strong global competition. One of the most appropriate strategies in anticipating open competition is through a complete quality approach oriented towards quality service processes and quality health service results that are in

accordance with the wishes of customers or patients. Service quality is a form of consumer assessment of the level of service received and the expected level of service (Baan, 2020).

The quality of health services provided refers to the level of perfection of health services in meeting the needs and demands of each patient. The more perfect the needs and demands of each patient, the better the quality of health services. The quality of health services in hospitals is greatly influenced by the service delivery process. Therefore, improving the quality of factors such as the quality of physical facilities, available personnel, medicines and health equipment including human resources and professionalism is really needed so that quality health services and equitable distribution of health services can be enjoyed by the entire community. (Diputra & Yasa, 2021). The quality of services produced by hospitals will influence customers, improving service quality has an impact on customer loyalty. Apart from that, customers will provide information to the public about the services available at the hospital so that the number of new patient visits will increase. The increasing number of patients will affect hospital income (Sulo et al., 2019).

Creating strong, close relationships with customers is the dream of all marketers and is often the key to long-term marketing success. The goal of every company today is to focus more on increasing consumer loyalty. The role of marketing communications is very vital considering the role of communication as facilitating relationships between companies and customers. Where the purpose of communication is not only to encourage the first purchase, but also to ensure post-purchase satisfaction so that there is a high possibility of repeat purchases or consumer loyalty. Consumer loyalty itself is an activity carried out by consumers to ensure that repeat purchase transactions or repurchases occur (Azizan & Yusr, 2019).

Sangadji & Sopiah (2013) define consumer loyalty as a commitment of customers to a brand, to a shop, or to a supplier, which underlies repeated purchases and through a relatively positive attitude. According to Hurriyati (2010), loyalty is defined as the existence of a commitment that has persisted within the customer, a deep persistence in carrying out subscription activities and repeat purchasing activities in the future related to the existence of products and services consistently, despite the influence of the situation and the existence of the business. to market that has the opportunity to create behavior change (Sanny et al., 2020).

Customer loyalty is a series of behaviors that systematically support an entity. This can be evaluated behaviorally through understanding repeat purchases and purchase sequences. Loyal customers want to make referrals, offer referrals, and provide word of mouth. Thus, customer loyalty is described as the intention to speak positively about a product, to recommend it, and to return to that product in the future. Customers do not necessarily have loyalty to a company, so they need a reason to stay or be loyal to one company. To increase customer loyalty, manufacturers have ways to improve aspects of the product that can increase interest and loyalty (Chi Minh City Quarter et al., 2021).

Kotler and Keller (2009) define brand image as a reflection of consumers' memories of their associations with the brand (Tjahjono et al., 2021). A strong brand image helps shape the perceptions and beliefs that customers have as reflected in the associations that occur in consumer memory so efforts to increase customer memory and trust to reflect the product and form loyalty require a strong brand image. Apart from brand image, to create customer loyalty, consumers need to feel good value. The consumer's perception of the value offered relatively higher than competitors will influence the level of consumer loyalty. The higher the perceived value felt by the customer, the greater the possibility of a relationship occurring. (Song et al., 2019).

According to Kotler (2002) service is an action that is not formed and does not constitute ownership carried out by someone to another person. With this, service quality is all the efforts made by the company to fulfill the desires of its consumers (Chen et al., 2019). In the business world, quality is said to be the conformity between the specifications of a product, good or service and consumer perceptions. Usually, consumers will compare it with the quality of substitute goods. Service quality is a condition that will influence the product or service that supports it in providing satisfaction to the

people who use it. Quality can be said to be quality if the product in the form of goods or services has a value where when used it will be useful or useful for the user (Chi Minh City Quarter et al., 2021).

Satisfaction is pleasurable fulfillment, namely fulfilling customer expectations satisfactorily. Customer satisfaction is a customer's emotional reaction after purchase which can be in the form of anger, dissatisfaction, annoyance, neutrality, joy or pleasure. Customer satisfaction is the level of customer feelings after comparing perceived service performance compared to expectations. Customer satisfaction is a post-purchase evaluation or evaluation result after comparing what they feel with their expectations (Fida et al., 2020). Measuring customer satisfaction is important, because customers are people who feel the service provided by a type of service. Service quality must be seen starting from customer needs and ending with the customer's perception as a consumer. (Dash et al., 2021)

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Customer loyalty

According to Tjiptono (2001) in (Pérez-Morón et al., 2022) Customer loyalty is: "a relationship between a company and a customer in which satisfaction is created so as to provide a good basis for repurchasing the same item and forming a word of mouth recommendation." Whereas (Kuswati et al., 2021) says that customer loyalty is a customer's commitment to a brand or supplier based on a very positive attitude and is reflected in consistent repeat purchases.

(Asnawi et al., 2019) says that image is an impression, feeling, public self-image of a company, an impression that is deliberately created from an object, person or organization can be interpreted as an image that deliberately needs to be created so that it has positive value. Because the image itself is one of the most important assets of a company or organization, in other words Favorable Opinion. So it can be concluded that consumers will be loyal in using a product brand or company through the image of the product brand that is depicted in the minds of consumers and brand image variables. able to influence customer loyalty directly.

H1: The hospital's image influences customer loyalty

H2: Service quality influences customer loyalty

Hospital Image

Image is a set of beliefs, ideas and messages that a person has about an object (Martin & Fate, 2021). Another definition of image is a manifestation of experience and expectations so that it is able to influence consumer satisfaction with a good or service (Muslim et al., 2020) As a consequence of the influence of image on a person's perception, image can support or damage the value consumers feel towards a good or service.

Consumers who are accustomed to using certain brands tend to have consistency with brand image. Brand image is the perception and belief held by consumers, as reflected in the associations that occur in consumer memory. Brand image is always related to product attributes because it provides satisfaction to consumers and consumers react to the attributes of the products they buy. Image is an impression, feeling, public self-image of a company, an impression that is deliberately created from an object, person or organization. It can be interpreted that the image deliberately needs to be created so that it has positive value. Because the image itself is one of the most important assets of a company or organization, in other words Favorable Opinion. A good image will increase customer satisfaction, service quality, loyalty and repurchase intentions.

H3: Hospital image influences customer satisfaction

Service quality

Service Quality is all forms of activities carried out by the company in providing services that are following customer expectations. Service in this case is defined as the service or services delivered by the service owner in the form of convenience, speed, relationships, abilities and friendliness which

are addressed through attitudes and characteristics in providing services for consumer satisfaction (Ali et al., 2021).

In general, a high level of service will result in high satisfaction and more frequent repeat purchases. Quality includes efforts to meet or exceed customer expectations. Quality includes products, services, people, processes, and the environment. Quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. (Pramaswari et al., 2021).

H4: Service quality influences customer satisfaction

Customer/Patient Satisfaction

According to Kotler (2013: p.35) in (Ashfaq et al., 2019) Consumer satisfaction is the level of someone's feelings after comparing their perceived (performance or results) with their expectations. Consumers can experience one of three general levels of satisfaction, namely if performance is below expectations, consumers will feel disappointed, but if performance meets expectations, customers will feel satisfied and if performance exceeds expectations, consumers will feel very happy or happy. If there is a mismatch between expectations and the actual performance of a service or product, consumers are in disconfirmation.

Kotler (2000) explains that the meaning of image is the public's perception of a company or company the product (Prakasa Restuputra & Rahanatha, 2020). Image is influenced by many factors outside the company's control. The image of a company which includes the company's good name, reputation or expertise is a factor that often influences buyers' decisions in the service sector compared to the product sector. For a customer-centered company, customer satisfaction is the company's goal and means. The increasing number of competitors requires existing companies to have special strategies to compete, survive and develop.

The quality of service provided by a company is a measure of the success of the company itself. Good service quality, which matches services with consumer expectations will produce customer loyalty. Service quality influences consumer satisfaction, consumers will form an interest in buying or reusing a product. This means that the better the form of service provided and supported by a high level of satisfaction, of course it will form consumer loyalty.

H5: Customer Satisfaction influences Customer Loyalty

H6: Hospital image influences customer loyalty with customer satisfaction as a mediating variable

H7: Service Quality influences customer loyalty with customer satisfaction as a mediating variable

RESEARCH METHODS

The type of research used in the research uses quantitative methods. Quantitative methods are a type of research whose specifications are systematic, planned and clearly structured from the start until the creation of the research design. According to (Bougie & Sekaran, 2017). The sampling technique in this research is non-probability sampling. According to (Bougie & Sekaran, 2017) non probability sampling is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample. The sampling technique used is purposive sampling, where this technique is used to determine research samples with certain considerations or criteria with the aim of ensuring that the data obtained is representative data. (Bougie & Sekaran, 2017).

The population in this study is inpatients at RSUD Mardi Lestari Sragen with a total of 110 respondents. This research used primary data in its preparation. Data was obtained through respondents' answers using a closed questionnaire type. The data collection method used in this research was by distributing questionnaires. The questionnaire was created using a Likert scale format with the scale often used in preparing questionnaires being the interval scale.

PLS-SEM analysis is used as a tool to predict and explore complex models with less stringent requirements on Gio, et al (2019) data. The data analysis technique in this research uses Partial Least

Square (PLS) using the help of SMARTPLS Software. The advantage of using partial least squares is that the number of samples required for analysis is relatively small, the SMARTPLS approach is considered more powerful because it is not based on assumptions, SMARTPLS is able to test SEM models with various forms of scales such as ratio, Likert and others Harahap (2020). PLS-SEM analysis consists of two, namely the Outer model and the Inner model. In this study, convergent validity, discriminant validity, and internal consistency were used to evaluate the measurement of the outer model. Convergent validity consists of factor loading, average variance extracted, and discriminant validity using the Fornel Larcker criterion. Then the internal consistency used is Cronbach's alpha and composite reliability. Afterward the inner model the measurements are R-squared (R^2) and Q-Square (Q^2).

RESULTS AND DISCUSSION

According to the results of the outer model measurement, which included convergent validity, AVE value, and internal consistency (see Table 1), all factor loading values for each indicator of the construct under research had a loading factor value > 0.7 . However, according to (Chin, 1998) a measurement scale of loading values of 0.5 to 0.6 is considered sufficient to meet the requirements for convergent validity. The data above shows that there are no variable indicators whose outer loading value is below 0.5, so all indicators are declared suitable or valid for research use and can be used for further analysis.

Table 1 Convergent Validity and Internal Consistency

Variable	Indicator	Factor Loading	AVE	CA	CR
Hospital Image	X1.1	0.734	0.635	0.809	0.874
	X1.2	0.836			
	X1.3	0.82			
	X1.4	0.789			
Service Quality	X2.1	0.741	0.780	0.898	0.925
	X2.2	0.868			
	X2.3	0.89			
	X2.4	0.844			
	X2.5	0.869			
Customer Satisfaction	Z.1	0.877	0.770	0.900	0.934
	Z.2	0.895			
	Z.3	0.869			
	Z.4	0.891			
Customer Loyalty	Y.1	0.895	0.696	0.906	0.931
	Y.2	0.892			
	Y.3	0.817			
	Y.4	0.904			

Source: Processed primary data (2023)

Table 1 also shows that the average variance extract value for the four constructs studied has a value > 0.05 , meaning that this value illustrates adequate convergent validity which means that one latent variable is able to explain more than half of the variance of its indicators in average (Ghozali, 2016). so it can be concluded that all research variables have met good convergent validity (Sekaran & Bougie, 2016).

Afterwards, Reliability Test shows the level of consistency and stability of measuring tools or research instruments in measuring a concept or construct (Abdillah and Hartono, 2015). Reliability testing in this research used Composite Reliability and Cronbach Alpha. *Composite reliability* is the part used to test the reliability value of indicators on a variable. A variable can be declared to meet composite reliability if it has a composite reliability value > 0.7. The composite reliability value for all research variables is > 0.7. For hospital image it was 0.874, service quality 0.925, customer loyalty 0.931 and customer satisfaction 0.934. This shows that each variable has met composite reliability so it can be concluded that all variables have a high level of reliability.

The second reliability test is Cronbach's Alpha. Cronbach's Alpha is a test where this test is a statistical technique used to measure internal consistency in instrument reliability tests or psychometric data. According to Cronbach, (1951) a construct is said to be reliable if the Cronbach alpha value is more than 0.60. the Cronbach alpha value for all variables in this study is above > 0.6, which means that the Cronbach alpha value meets the requirements so that the entire construct can be said to be reliable.

Then, One of the most widely used methods for evaluating the discriminant validity of measurement models is the Fornell-Larcker criterion. This criterion states that a construct's square root of average variance retrieved should be larger than the correlation it has with other constructs. Discriminant validity is proven when this requirement is satisfied (Fornell and Larcker, 1981).

Table 2 Fornell Larcker

	HI	CS	SQ	CL
HI	0.797			
CS	0.676	0.883		
SQ	0.772	0.856	0.844	
CL	0.776	0.865	0.816	0.878

Source: Processed Primary Data (2023)

Based on Table 2, each latent variable in this study shows string discriminant validity.

value, namely > 0.5. Each variable in this research has its value for hospital image of 0.635, service quality of 0.780, customer loyalty of 0.696, and customer satisfaction of 0.770. This shows that each variable in this research can be said to be valid in terms of discriminant validity.

This research will explain the results of the goodness of fit test, path coefficient test and hypothesis test. The inner model is used to test the influence between one latent variable and other latent variables. Inner model testing can be done with three analyzes, namely measuring the R² value (R-square), Godness of Fit (Gof), and path coefficient.

Structural model evaluation was carried out to show the relationship between manifest and latent variables of the main predictor, mediator and outcome variables in one complex model. The goodness of fit test of this model consists of two tests, namely R-Square (R2) and Q-Square (Q2). The R2 or R-Square value shows the determination of the exogenous variable on the endogenous variable. The greater the R2 value indicates the better level of determination. R2 values of 0.75, 0.50, and 0.25 can be concluded that the model is strong, moderate, and weak (Ghozali, 2015). The following are the values of the coefficient of determination in this research.

Table 3 R-Square Value

	<i>R-Square</i>	<i>R-Square Adjusted</i>
Customer Satisfaction (Z)	0.802	0.798
Customer Loyalty (Y)	0.796	0.790

Source: Processed primary data, (2023)

Based on table 3. R-Square is used to see the magnitude of the influence of the Hospital Image and Service Quality variables on customer satisfaction, namely with a value of 0.802 or 80.2%, it can

be said that this relationship is strong. Then R-Square is also used to see the magnitude of the influence of the Hospital Image and Service Quality variables on Customer Loyalty, namely with a value of 0.796 or 79.6%, so it can be said that this relationship is strong.

The next test is the Q-Square test. The Q² value in structural model testing is done by looking at the Q² value (Predictive relevance). The Q² value can be used to measure how good the observation values produced by the model and its parameters are. The Q² value > 0 indicates that the model has predictive relevance, while the Q² value < 0 indicates that the model lacks predictive relevance. Based on calculating the Q-Square value the Q² value in this study is 0,9596. This value explains the diversity of research data that can be explained by the research model at 95.96%, while the remaining 4.04% is explained by other factors that are outside this research model. Thus, from the results of these calculations, this research model can be stated to have a good goodness of fit.

To test the hypothesis in this research, you can use a table of path coefficient values for direct effects and specific indirect effects for indirect effects (mediation). Testing the path coefficient using the bootstrapping process to see t statistics or p values (critical ratio) and original sample values obtained from this process. A p-value < 0.05 indicates there is a direct influence between variables, while a p-value > 0.05 indicates there is no direct influence between variables. In this study, the significance value used was the t-statistic 1.96 (significant level = 5%). If the t-statistic value is >1.96 then there is a significant influence. Hypothesis testing was carried out with the help of SmartPLS (Partial Least Square) 3.2 software. Below is the path coefficient value of the test results.

Table 4 Path Coefficient (Direct Effect)

	Hypothesis	Original Sample	t-Statistics	P Values	Information
Hospital Image ->Customer Loyalty	H1	0.257	2,856	0.004	Positive Significant
Service Quality ->Customer Loyalty	H2	0.269	2,384	0.018	Positive Significant
Hospital Image ->Customer Satisfaction	H3	0.357	4,711	0,000	Positive Significant
Service Quality ->Customer Satisfaction	H4	0.615	8,002	0,000	Positive Significant
Customer Satisfaction ->Customer Loyalty	H5	0.436	3,406	0.001	Positive Significant

Source: Primary data processed, (2023)

Based on Table 6, the first hypothesis tests whether hospital image positive and significant effect on customer loyalty. The table above shows that the t-statistic value is 2.856 with an influence size of 0.257 and a p-value of 0.004. With a t-statistic value >1.96 and a p-value <0.05, it can be concluded that the first hypothesis is accepted. The second hypothesis tests whether service quality has a positive and significant effect on customer loyalty. From the table above, it shows that the t-statistic value is 2.384 with a large effect of 0.269 and a p-value of 0.018. With a t-statistic value >1.96 and a p-value <0.05, it can be concluded that the second hypothesis is accepted. The third hypothesis tests whether hospital image has a positive and significant effect on customer satisfaction. From the table above, it shows that the t-statistic value is 4.711 with a large effect of 0.357 and a p-value of 0.000. With a t-statistic value >1.96 and a p-value <0.05, it can be concluded that the third hypothesis is accepted.

The fourth hypothesis tests whether service quality has a positive and significant effect on customer loyalty. The table above shows that the t-statistic value is 8.002 with a large effect of 0.615

and a p-value of 0.000. With a t-statistic value >1.96 and a p-value <0.05 , it can be concluded that the fourth hypothesis is accepted. The fifth hypothesis tests whether customer satisfaction has a positive and significant influence on customer loyalty. The table above shows a t-statistic value of 3.406 with a large influence of 0.436 and a p-value of 0.001. With a t-statistic value >1.96 and a p-value <0.05 , it can be concluded that the fifth hypothesis is accepted.

Table 5 Indirect Test (Indirect Effect)

<i>Indirect Effects</i>	<i>Original Sample</i>	<i>t-Statistics</i>	<i>P Values</i>	<i>Information</i>
Hospital Image (X1) -> Customer Satisfaction (Z) ->Customer Loyalty (Y)	0.156	2,847	0.005	Significant Positive
Service Quality (X2) -> Customer Satisfaction (Z) ->Customer Loyalty (Y)	0.268	3,044	0.002	Significant Positive

Source: Primary data processed, (2023)

Based on Table 7, the sixth hypothesis tests whether customer satisfaction mediates the relationship between hospital image and customer loyalty. Based on the table above, it shows that the t-statistic value is 2.847, which means >1.96 with a p-value of 0.005, which means <0.05 . So it can be concluded that hospital image customer loyalty can be partially mediated by customer satisfaction. The seventh hypothesis tests whether customer satisfaction mediates the relationship between service quality and customer loyalty. Based on the table above, it shows that the t-statistic value is 3.044, which means >1.96 with a p-value of 0.002, which means <0.05 . So it can be concluded that service quality on customer loyalty can be partially mediated by customer satisfaction.

Image is an impression, feeling, or self-image of the company, an impression that is deliberately created from an object, person, or organization. It can be interpreted that the image deliberately needs to be created so that it has a positive value. Because the image itself is one of the most important assets of a company or organization, in other words, Favorable Opinion. So it can be concluded that consumers will be loyal in using a product brand or company through the image of the product brand that is depicted in the minds of consumers and brand image variables. able to influence customer loyalty directly.

The first hypothesis in this research is that the hospital image influences customer loyalty. Based on the research results, it show that the hospital image has a positive and significant effect on customer loyalty. This means that the better the hospital's image, the better it can influence customer loyalty to return to the hospital. These results prove the first hypothesis which states the hospital The effect on customer loyalty has been proven to be true. The results of this research are in line with research conducted by (Okta Pradita et al., 2020) who found that hospital image had a positive and significant effect on customer loyalty.

Service quality is the spearhead of a service company because, with service quality that meets customer expectations, the company will feel the benefits that will be achieved from the results of the service quality process provided to customers. (Bhimantoro & Lestari, 2016). Service quality has a very important contribution to the success of a company. The company always strives to improve service quality and fulfill customer satisfaction to form customer loyalty.

The second hypothesis in this research is that service quality affects customer loyalty. Based on the research results, it show that service quality has a positive and significant effect on customer loyalty. This means that the better the quality of service provided to customers, the better-influencing

customer loyalty to return to the hospital. These results prove the second hypothesis which states service quality. The effect on customer loyalty has been proven to be true.

The results of this research are in line with research conducted by (Anggraini & Budiarti, 2020) who found that service quality has a positive and significant effect on customer loyalty. Apart from that, research with the same results was also obtained by (Yulisetiari & Mawarni, 2021) and (Bhimantoro & Lestari, 2016) who found that service quality has a positive and significant effect on customer loyalty.

Consumers who are accustomed to using certain brands tend to have consistency with brand image. Brand image is the perception and belief held by consumers, as reflected in the associations that occur in consumers' memories (Kotler, 2009: 346). Because the image itself is one of the most important assets of a company or organization, in other words, Favorable Opinion. A good image will increase customer satisfaction, service quality, loyalty, and repurchase intentions.

The third hypothesis in this research is that hospital image influences customer satisfaction. Based on the research results, it shows that hospital image has a positive and significant effect on customer satisfaction. This means that the better the hospital's image, the better it can be influencing customer satisfaction to return to the hospital. These results prove the third hypothesis which states the hospital image effect on customer satisfaction is proven to be true. The results of this research are in line with research conducted by (Okta Pradita et al., 2020) who found that hospital image had a positive and significant effect on customer satisfaction.

Service Quality is a dynamic condition related to products, services, people, processes, and environments that meet or exceed expectations (Pramaswari et al., 2021). In general, a high level of service will result in high satisfaction and more frequent repeat purchases. Quality includes efforts to meet or exceed customer expectations. Quality includes products, services, people, processes and the environment. Quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs.

The fourth hypothesis in this research is that service quality influences customer satisfaction. Based on the research results, it shows that service quality has a positive and significant effect on customer satisfaction. This means that the better the quality of service, the better influencing customer satisfaction to return to the hospital. These results prove the fourth hypothesis which states service quality effect on customer satisfaction is proven to be true.

The results of this research are in line with research conducted by (Syah & Wijoyo, 2021) who found that service quality has a positive and significant effect on customer satisfaction. Apart from that, research with the same results was also obtained by (Rafid et al., 2023) and (Bungatang & Reynel, 2021) who found that service quality has a positive and significant effect on customer satisfaction.

Consumer satisfaction is the level of someone's feelings after comparing their perceived (performance or results) with their expectations. Consumers can experience one of three general levels of satisfaction, namely if performance is below expectations, consumers will feel disappointed, but if performance meets expectations, consumers will feel satisfied and if performance exceeds expectations, consumers will feel very happy or happy. When consumers are satisfied with their meal, customer loyalty will form.

The fifth hypothesis in this research is that customer satisfaction influences customer loyalty. Based on the research results, it shows that customer satisfaction has a positive and significant effect on customer loyalty. This means that when customers are satisfied it will have an impact on customers' loyalty to return to the hospital. These results prove the fifth hypothesis which states customer satisfaction. The effect on customer loyalty has been proven to be true. The results of this research are in line with research conducted by (Ampaw et al., 2020) who found that customer satisfaction has a positive and significant effect on customer loyalty.

Image is the public's perception of a company or its products (Prakasa & Rahanatha, 2020). Image is influenced by many factors outside the company's control. The image of a company which includes the company's good name, reputation, or expertise is a factor that often influences buyers'

decisions in the service sector compared to the product sector. For a customer-centered company, customer satisfaction is the company's goal and means. The increasing number of competitors requires existing companies to have special strategies to compete, survive, and develop. The results of this study are in line with research conducted by (Ampaw et al., 2020) who found that customer satisfaction was able to mediate the relationship between brand image and customer loyalty.

The quality of service provided by a company is a measure of the success of the company itself. Good service quality, which matches services with consumer expectations will produce customer loyalty. Service quality influences consumer satisfaction, consumers will form an interest in buying or reusing a product. This means that the better the form of service provided and supported by a high level of satisfaction, of course, it will form consumer loyalty. The results of this study are in line with research conducted by (Silas et al., 2022) who found that customer satisfaction was able to mediate the relationship between brand image and customer loyalty.

CONCLUSION

This research empirically proves that the influence of hospital brand image and service quality on patient loyalty has a positive and significant effect. Apart from that, this research also tests the important mediating role of consumer satisfaction in terms of hospital image and service quality on patient loyalty. This research provides an important contribution to examining the influence of hospital brand image on service quality and patient satisfaction. The results of this research also have practical and theoretical implications. Practically, the results of this study recommend hospital management continue to improve its image through providing good service, good service so that patient satisfaction will be maintained. The results of this study also recommend that the hospital's brand image and service quality directly increase patient satisfaction.

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