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Brand Image, Service Quality And Patient Satisfaction On Patient Loyalty

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A R T I C L E I N F O

A B S T R A C T

This study aims to describe and analyze the effect of the surgical polyclinic image mouth hospital Sawerigading City Palopo, quality service and satisfaction patient on patient loyalty. There are three hypotheses that were tested by path analysis using the least squares instrument partially. The population in this study was 100 patients who had visited, the population was also a sample. Data were collected using a questionnaire with a purposive sampling technique by combining Quota Sampling and Accidental Sampling. The research data used SPSS 19 with the results of multiple regression coefficients $Y = 1.112 + 0.268X1 - 0.002X2 + 0.246X3$. From testing the coefficient of determination ($R2$), the results obtained $R2$ of 0.278 (27.80%). It means that 27.80% that the independent variables, namely image, service quality, patient satisfaction have an influence on patient loyalty by 27.8%, while the remaining 72.2% is influenced by other variables not observed in this study. Based on the results of this study, the Oral Surgery Polyclinic at Sawerigading Palopo Hospital needs to continue to improve its image and service quality because it has an influence on patient satisfaction. Significantly increased patient satisfaction increases patient loyalty. These results indicate that the first, second, third hypotheses are accepted. image, service quality, patient satisfaction, collectively affect patient loyalty at the Oral Surgery Polyclinic of Sawerigading Hospital Palopo.

1. Introduction

Hospital is a public service facility that is needed as a supporting facility in field health under construction degrees health and end spear of service health. However no all House Sick have quality service Likewise, the public's assessment of the services of a hospital will differ from one another. Currently the hospital in Indonesia is getting many, even not a little public medium to on choose take advantage of overseas hospital services to get complete health services.

Tight competition occurs due to very open policies for the medical service industry [1]. This is caused by the high rate of population growth and awareness of improving health. Therefore, the orientation of the hospital currently leads to customer orientation by improving the quality of service and strategies to build a good image among the community.

Image is categorized as an intangible asset that is useful for the hospital. Building a good image provides an opportunity for the company to get a good reputation so that it has a competitive advantage [2]. [3]; [4] in terms of increasing customer satisfaction, service quality, loyalty and repurchase intention, it is necessary to build a good image.

Several things that can encourage a good image of the hospital include company history, adequate advice and infrastructure, and excellent service to patients. A person can know the image of the hospital through various information he receives either directly or indirectly. If the information about the hospital he received was good, then the image of the hospital would also be good. On the other hand, if the image of the hospital he receives is bad, then the image of the hospital is also bad.

Many researchers are interested in seeing how the image of the hospital can provide a level of customer loyalty. [5] in his research tested the hypothesis about hospital image stating that there is a positive

relationship between hospital image and customer loyalty. It is important for hospitals to build a good image as a liaison with patients to create and encourage customer loyalty [5]. [6]; [1] his research on hospital image. [7] concluded that imagery is also related to marketing. Developing the image of a hospital that has high quality does not necessarily have an influence on consumer decisions [8]. [9]; [10] loyalty can be developed through imagery.

The difference between this study and previous research is the location and time of the study, where in this study the location is at Sawerigading Hospital, Palopo City in 2021. As one of the health service providers that continues to strive to improve the quality of its services, the Sawerigading Regional General Hospital (RSUD) . Sawerigading Hospital is designated as a referral hospital with B accreditation in sixteen service areas. Therefore, the purpose of this study was to determine the direct effect of the image of the Oral Surgery Polyclinic at Sawerigading Hospital on patient loyalty, service quality and patient loyalty, and patient satisfaction on patient loyalty.

Literature Review brand image, One of the efforts to increase customer loyalty is to improve brand image. [11] stated that brand image is a feeling in the form of trust and one's impressions of a product. Building an effective image can have a big impact on the emotional strength and character of a product. [12] brand image as an inseparable part of products that are intangible and difficult to imitate and can help in improving and achieving sustainable superior performance. [13] that the image has a focus on improving quality. So it can be concluded that brand image is a form of appreciation of a consumer for trust and memory of a particular brand. Trust and positive memory of a brand will have an impact on customer loyalty.

Service Quality, service quality is categorized as differences in consumer views on the form of service that has been obtained [14]. [15] service quality is the consumer's perception of the high or low quality of service provided. [16]The quality of service for patients is a form of satisfaction that can be rationally accepted by patients for the services provided by doctors. [14]; [17] in the health sector divides service quality into two parts, namely functional quality and technical quality. [18]; [19] categorizes the dimensions of service quality into several aspects, namely direct evidence, reliability, responsiveness, assurance and empathy.

Patients Satisfaction, Customer satisfaction is no longer a taboo subject in business or in medical services. Customer satisfaction is an important aspect to form customer service [20]. In achieving profit, service providers need to pay attention to customer satisfaction [20]. Customer satisfaction is a form of the consumer's feeling of the service obtained [21]. By improving aspects that can increase satisfaction it will have an impact on customer loyalty [15]; [22]; [23].

Patient loyalty, The consumer's decision to reuse a service product after it has been used is a form of customer loyalty. Loyalty can be in the form of reuse of services or products and can also be in the form of delivering services or products to others. Several factors that can affect loyalty are price, quality, brand image, satisfaction, service and some form of guarantee. In accordance with research conducted by Sa'adah (2015) shows that the quality of pharmaceutical services affects patient loyalty indirectly through satisfaction. Research conducted by Lei & Jolibert (2012) that perceived quality improvement does not lead directly to customer loyalty, but quality improvement to maintain patient loyalty depends on the level of patient satisfaction. Research conducted by Mahmud (2013); Shahab (2016) states that the level of customer satisfaction has a significant influence on customer loyalty. When customers are satisfied, they will be loyal to an item or service.

2. Method

This research was conducted in February 2021 at the oral surgery polyclinic of Sawerigading General Hospital. Oral surgery polyclinic at Sawerigading Hospital is a Type B Hospital and is a Referral Hospital in the eastern part of South Sulawesi. The sample in this study were oral surgery polyclinic patients at Sawerigading Hospital visit month February 2021. Questionnaire deposited to staff Oral surgery polyclinic at Sawerigading Hospital at the admissions department (registration patient). This study uses multiple regression analysis techniques. The number of samples in the study were 100 respondents. Where the determination of the sample used purposive sampling method. Questionnaires were distributed starting from February 1, 2021-February 27, 2021. With patient criteria as many as 18 questionnaires for tumor patients, 26 questionnaires for cystic disease patients, 25 questionnaires for impfected patients, 26 questionnaires for radix gangrene patients and 3 questionnaires for other disease patients. -other.

3.   Result and Discussion

3.1   Research result

Several instrument tests were carried out before getting multiple regression results. Testing the validity and reliability test instruments needs to be done to strengthen the data used to be eligible for testing. In addition, several stages of classical assumption testing are also necessary and important to do:

a.   Validity test

Table 1.
Validity Test Results

Variable	Items	R count	R table	Information
Image	Attribute	0.751		
	Profit	0.731	0.195	Valid
	Personality	0.767		
Service Quality	Performance	0.706		
	Characteristic features	0.797		
	Suitability	0.750		
	Reliability	0.770	0.195	Valid
	Durability	0.786		
	Aesthetics	0.767		
	Quality	0.769		
	Convenience	0.784		
Patient Satisfaction	More loyal	0.815		
	Buy a lot	0.849		
	Giving advice	0.879	0.195	Valid
	Giving ideas	0.804		
	It costs more small	0.847		
Patient Loyalty	Satisfaction	0.698		
	Faithfulness	0.807	0.195	Valid
	Favorite	0.711		
	Transfer fee	0.708		

The validity of the data was tested by comparing the calculated r value and the r table value. The data is said to be valid if the calculated r value is greater than the table r value. By looking at the table above, it can be concluded that the data in this study is valid. This can be proven by looking at the condition that the calculated r value is greater than the table r value.

b.   Reliability Test

Table 2.
Validity Test Results

Variable	Cronbach Alpha	Information
Image	0.803	Reliable
Service Quality	0.804	Reliable
Patient Satisfaction	0.838	Reliable
Patient Loyalty	0.826	Reliable

The reliability test was concluded by looking at the Cronbach alpha value. If the Cronbach alpha value is greater than 0.6 then the data is said to be reliable. Based on table 2 above, the data in this study is reliable. In addition to validity and reliability tests, classical assumption tests such as normality, multicollinearity and heteroscedasticity tests were also carried out in this study. Where based on the classical assumption test, the data in this study is normally distributed and free from multicollinearity and heteroscedasticity symptoms.

c.   Model Test Results (F Test)
The model test is used to determine whether a research model used has an effect or not on the research results.

Table 3.

F Test Results

Model	df	Fcount	Sig.
Regression	7	6.442	.000
Residual	92		
Total	99		

The table above is the result of the f test or commonly referred to as the simultaneous test or joint test, which shows a significance value below 0.05, which is 0.000. this means that together the variables of brand image, service quality and patient satisfaction have a significant effect on customer loyalty and affect patient loyalty at the Oral Surgery Polyclinic of Sawerigading Palopo Hospital.

d. Coefficient of Determination Test

Table 4.

Test Results R^2

Model	R	R-Squared	adj. R Squared
1	0.574	0.329	0.278

The table above shows the datermination coefficient value of 0.329 or the equivalent of 32.9%. This means that the variables of brand image, service quality and patient satisfaction have an influence of 32.9% and the remaining 67.1% are influenced by other factors not included in the study.

e. Partial Test Results (t Test)

Table 5.

Test Results

Variable	Thitug	ttable	Sig.
Image	0.813	1985	.006
Service Quality	-0.019		.985
Patient Satisfaction	2,988		.004

Based on the results of processing with SPSS, the image variable has a positive and significant effect on patient loyalty, while the service quality variable has a negative and insignificant effect on patient loyalty, while the patient satisfaction variable has a significant effect on patient loyalty at the Oral Surgery Polyclinic of Sawerigading Palopo Hospital.

3.2 Discussion

a. The Effect of Brand Image on Patient Loyalty at the Oral Surgery Polyclinic of Sawerigading Palopo Hospital.

The results showed that brand image (X1) had a significant and positive effect on patient loyalty at the Oral Surgery Polyclinic of Sawerigading Hospital Palopo. This is closely related to the widespread circulation in the community that the Oral Surgery Polyclinic at Sawerigading Hospital Palopo is one of the best in Palopo City. In addition, because patients are affected by image variables such as polyclinic products equipped with comfortable bed facilities, affordable prices, the benefits felt by patients after treatment and personality officer in Thing serve. Thing this is wrong one Thing which it is necessary to pay attention to the oral surgery polyclinic of Sawerigading Palopo Hospital to be able to increase the image variable so that the image offered can meet the needs and desires of the patient and encourage the patient to improve In line with this [24]also found in his research that brand image has a significant and positive effect on patient loyalty. However, it is not in accordance with the research conducted by Kurnianto (2013) which states that the image variable has no effect and is not significant on patient loyalty.

b. The Effect of Service Quality on Patient Loyalty at the Oral Surgery Polyclinic of Sawerigading Palopo Hospital.

The results showed that the Quality of Service (X2) had a negative and insignificant effect on patient loyalty at the Oral Surgery Polyclinic of Sawerigading Hospital Palopo. This is because patients are not affected by quality variables such as performance, suitability, reliability in deciding loyalty because patients pay more attention to the image that suits their needs and desires and officers who work at the oral surgery polyclinic

of Sawerigading Palopo Hospital have not been able to provide maximum satisfaction or comfort. of the patient during treatment. Patients consider the costs incurred to pay for hospitalization or checkups at the oral surgery polyclinic of Sawerigading Palopo Hospital, it is the same as paying for hospitalization at a hospital that other. In line with this [25]also said in his research that service quality did not have a significant effect on patient loyalty. Different results revealed by Kurnianto (2013) revealed in his research that loyalty has a significant effect on patient loyalty with a positive direction of influence.

c.   The Effect of Satisfaction on Patient Loyalty at the Oral Surgery Polyclinic of Sawerigading Hospital Palopo.

The results showed that brand image (X1) had a significant and positive effect on patient loyalty at the Oral Surgery Polyclinic of Sawerigading Hospital Palopo. This is because the oral surgery polyclinic at Sawerigading Hospital has a strategic location so that patients can more easily reach out for examinations, consultations, affordable examination fees, and good staff in serving patients. The doctor can be contacted at any time to ask for opinions and advice on the condition experienced by the patient. In line with this, [26]; [5]also stated the same thing that satisfaction has a significant effect on patient loyalty. On the other hand, research [27]actually revealed different things, which in his research stated that satisfaction had no significant effect on patient loyalty at the oral surgery polyclinic

4.   Conclusion

Based on results study could drawn conclusion that image Polyclinic Oral surgery at Sawerigading Hospital has a positive and significant effect on patient loyalty, there is no significant effect on service quality on patient loyalty at the Oral Surgery Clinic at Sawerigading Hospital, there is a positive and significant effect between satisfaction and patient loyalty at the Oral Surgery Polyclinic at RSUD Sawerigading. Sawerigading

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