

# The Influence of Quality of Service and Hospital Image on Patient Loyalty with Satisfaction Patients as Intervening Variables (Case Study of Sri Ratu Hospital Medan)

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DOI: <https://doi.org/10.52403/ijrr.20221014>

## ABSTRACT

Basically, having a healthy body is everyone's dream, because with a healthy body, life activities can run effectively. Health is also a very important need for every individual because it is valuable and expensive. One of the efforts to improve health is to choose the health service facilities that are used. Sri Ratu Hospital is one of the oldest private hospitals with class D type in Medan which has an active status and has been established for 35 years. Inpatient services are the main concern of hospital management because the number of inpatients is more than other treatments. The purpose of this study was to analyze the effect of service quality and hospital image through patient satisfaction on patient loyalty at Sri Ratu Hospital. This type of research is an associative study and the population in this study were all inpatients at Sri Ratu Hospital from 2019 to 2021, namely 1,523 patients, with a total sample of 317 patients. The sampling method used is purposive sampling. Data analysis was carried out through PLS-SEM using the SmartPLS program. The results showed that the direct quality of service, hospital image and satisfaction had a positive and significant effect on patient loyalty at Sri Ratu Hospital Medan. then indirectly service quality has a positive and significant effect on patient loyalty through hospital image and hospital image through hospital image has a positive and significant effect on patient loyalty at Sri Ratu Hospital Medan.

**Keywords:** Service Quality, Hospital Image, Patient Satisfaction, Patient Loyalty

## INTRODUCTION

Basically, having a healthy body is everyone's dream, because with a healthy body, life activities can run effectively. Health is also a very important need for every individual because it is valuable and expensive. One of the efforts to improve health is to choose the health service facilities that are used. Along with rapid technological advances and increasing public knowledge about health and the increasing number of disease cases, people tend to be more selective in choosing health care facilities. One of the government's efforts to support health for the community is by providing health facilities for the community such as hospitals (Griselda et al, 2007).

Sri Ratu Hospital is one of the oldest private hospitals with class D type in Medan which has an active status and has been established for 35 years. Sri Ratu Hospital is one of the health facilities known to the public and still survives to this day compared to other class D type hospitals in Medan which cannot survive. Sri Ratu Hospital has 17 inpatient rooms and 14 other medical facilities. Sri Ratu Hospital has medical personnel consisting of: 20 specialist doctors, 4 general practitioners, 20 nurses and 11

midwives, as well as non-medical personnel consisting of: 5 pharmacists and 8 administrative staff.

One type of service in a hospital that can be favored in order to achieve the hospital's goals is the type of inpatient service. Inpatient services are the main concern of hospital management because the number of inpatients is more than other treatments. Inpatient services can also bring financial benefits to hospitals, because through inpatient services, patients can use health services for a long period of time with higher medical costs than outpatient treatment costs, which in turn creates loyalty to the home. the disease (Haryanti, 2019).

The term loyalty is an important factor for every company in achieving company goals. Similar is the case with hospitals that make patient loyalty a benchmark for achieving hospital success. Sari (2018) defines patient loyalty as the behavior of patients who feel satisfied in using health services obtained by using health services repeatedly. According to Rohmati and Setiyadi (2020), patient loyalty is a form of compliance behavior or loyalty of a patient in choosing and using the same health service repeatedly within a certain period of time. Thus, it can be said that patient loyalty means behavior that shows the patient's commitment to reuse hospital services or subscribe to hospitals consistently. The creation of loyalty allows hospitals to retain patients, so hospitals can save more on operational costs. This is because the costs required to attract new patients are much greater than the costs for patients who are loyal to the hospital (Griffin, 2017: 493). The importance of patient loyalty also provides benefits for patients and the hospital (Gunawan, 2018).

Sri Ratu Hospital has long been a flagship hospital, however, there are still some problem phenomena that are felt by some patients when seeking treatment at Sri Ratu Hospital. Based on the phenomenon shown by the number of patients at Sri Ratu Hospital which tends to decrease, it is known that there are some patients who are

disloyal to Sri Ratu Hospital as evidenced by a survey related to research variables. In addition, there are several research gaps from previous studies regarding the effect of service quality and hospital image on patient loyalty through patient satisfaction as an intervening variable.

## **LITERATURE REVIEW**

### **Service Quality**

According to Hermawan (2018), the definition of service quality is a series of special forms of a production or service that can provide the ability to satisfy the needs and desires of the community. Meanwhile, according to Kotler (2017:156) defines service quality as a form of consumer assessment of the level of service received with the level of service expected. Abdullah and Tantri (2017: 44) define service quality as the overall characteristics and characteristics of a product or service that affect its ability to satisfy stated and implied needs. From this statement, it is stated that the quality of service is a measure of the level of difference between the reality and the patient's expectations of the services received or perceived.

The quality of service is an important aspect that must be considered by hospitals in providing services to patients, so that they can be of interest to patients and lead to repurchase behavior towards hospital services. Hospitals have quality services that focus on health service providers consisting of very diverse structures.

### **Hospital Image**

Kotler (2017) suggests the notion of image as the public's perception of the services provided. Aminah et al (2017), said that image is the overall perception of a brand that is formed by processing information from various sources over time. According to Khuong and Tran (2018), brand image is a situation where patients think and feel an attribute of a brand so that patients can properly stimulate purchase intentions and increase brand value. Meanwhile, according to Clow and Donald (2018), brand image

reflects the feelings that patients and businesses have about the entire organization as well as individual products or product lines. Thus it can be said that the hospital image is the patient's perception which is shown through the patient's view or impression of hospital services.

A good corporate image is an important asset for the company, because the image will have an impact on the perception of value, quality and satisfaction (Zeithmal et al, 2017:48). Similar to hospitals, hospitals that successfully show a good image will affect the increase in value, quality and patient satisfaction. In this case the image plays an important role for the hospital. Meanwhile, a good brand image is expected to influence patient attitudes and behavior, especially in terms of the patient loyalty process (Afrizal and Suhardi, 2018). The image of the hospital also serves as a liaison and guardian of the harmonious relationship between the hospital and its patients (Wu, 2011). Because through the image of the hospital, patients are able to feel satisfaction and trust in using hospital services, resulting in loyalty to the hospital.

### **Patient Loyalty**

Griffin (2017:14) explains that, loyalty is defined as non random purchase expressed over time by some decision making unit, which is defined as loyalty is an attitude/behavior that shows routine purchases of services based on the decision-making unit. Meanwhile, Kotler and Keller (2017:138) state that loyalty is a commitment to repurchase or subscribe to a particular service in the future despite the influence of situations or marketing efforts that can cause behavioral changes. The latest definition of loyalty is expressed by Purnomo (2019) who says that loyalty is a manifestation of customer satisfaction received after using services.

Meanwhile, Sari (2018) defines patient loyalty as the behavior of patients who are satisfied in using health services obtained by using health services repeatedly. Rohmati (2020) defines patient loyalty as a form of

compliance behavior or loyalty of a patient in choosing and using the same health service repeatedly within a certain period of time. Thus, it can be said that patient loyalty means behavior that shows the patient's commitment to reuse hospital services or subscribe to hospitals consistently.

### **Patient Satisfaction**

Tjiptono (2017:146) defines patient satisfaction as a post-purchase evaluation, where the perception of the performance of the selected service alternative meets or exceeds expectations before purchase. Meanwhile, Kotler (2017) defines patient satisfaction as a person's feelings of pleasure or disappointment arising from comparing the perceived performance of the service (or outcome) against their expectations. Furthermore, Daryanto and Setyobudi (2018:135), state that patient satisfaction is an emotional assessment of the patient after the patient uses the service where the expectations and needs of the patient who uses it are met. Kotler and Pohan (2017) define patient satisfaction as a result of the patient's assessment of health services by comparing what is expected in accordance with the reality of health services received in hospitals. So it can be concluded that, patient satisfaction is the patient's feelings that arise after using health services in hospitals that are in accordance with their expectations.

Patient satisfaction is one of the determinants of patient loyalty, so when a patient is satisfied with a health service he uses, he will repurchase the health service without being affected by the services of a competitor hospital. Patient satisfaction has a close relationship with service quality, namely the quality of service is able to provide encouragement to patients to establish strong ties with the hospital. This bond makes the hospital better understand the expectations and needs of its patients. So that hospitals can increase patient satisfaction by maximizing pleasant experiences and minimizing or eliminating unpleasant experiences (Tjiptono, 2017).

## **MATERIALS & METHODS**

The type of research in this research is associative research with quantitative techniques. According to Sugiyono (2018), associative research is a research problem formulation that asks for the relationship between two or more variables. Meanwhile, quantitative techniques are research techniques that have clear elements that are detailed from the start, systematic research steps, use samples whose research results are applied to the population, have hypotheses if necessary, have clear designs with research steps and expected results, require data collection. data that can represent, and there is a data analysis carried out after all data is collected (Arikunto, 2016). The independent variables studied in this study were service quality and hospital image, while the dependent variable was patient loyalty with patient satisfaction as an intervening variable. The population in this study were all inpatients at Sri Ratu Hospital from 2019 to 2021, namely 1,523 patients. This study uses a purposive sampling technique which is one of the non-probability sampling techniques. The purposive sampling technique is determined through sampling, namely by determining special characteristics that are in accordance with the research objectives so that it is expected to be able to answer research problems (Sugiyono, 2019). The sample criteria in this study were Sri Ratu Hospital patients who made inpatient visits for a maximum of 2 (two) consecutive days. The number of samples in this study was determined by the Slovin formula so that the number of samples was 317 patients. Data analysis in this study used PLS-SEM analysis.

## **RESULT**

### **Respondents' Descriptive Results**

Descriptive respondents based on gender showed that respondents with male sex were

131 respondents (41.3%) and 186 respondents (58.7%) were female. This shows that respondents with female sex are more dominant than male respondents, while based on age it can be seen that respondents aged 17-25 years are 35 respondents (11%), aged 26-34 years are 180 respondents (56.8 %) and age > 34 years totaled 102 respondents (32.2%). Based on this, it is known that respondents aged 26-34 years are more dominant. Characteristics of respondents based on education, SMA totaled 106 respondents (33.4%), D3 amounted to 95 respondents (30%), S1 amounted to 81 respondents (25.6%) and S2 amounted to 35 respondents (11%). Based on the percentage of educational characteristics with high school education is more dominant. characteristics of respondents based on occupation. The work of civil servants is 53 respondents (16.7%), for private employees as many as 95 respondents (30%) %, for entrepreneurs as many as 86 respondents (27.1%), for housewives as many as 61 respondents (19.2 %) and Others as many as 22 respondents (6.9%). Based on this, it is known that the work of private employees is more dominant and the characteristics of the respondents are based on income. For those who have not earned as much as 48 respondents (15.1%), for income <Rp. 1,000,000-Rp. 5,000,000 as many as 204 respondents (64.4%), and income > Rp. 5,000,000 as many as 65 respondents (20.5%). Based on this, it is known that income <Rp. 1,000,000-Rp. 5,000,000 is more dominant.

### **Data Analysis Results**

The following table presents the path coefficient values and P-Values values for testing the significance of the direct effect and indirect effect.

**Table 1 Path Coefficients (Direct Effect and Indirect Effect)**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Service_Quality -> Patient_Loyalty	0,962	0,861	0,046	13,347	0,000
Quality_Service -> Patient_Satisfaction	0,853	0,745	0,035	14,220	0,000
Image_Hospital_Hospital -> Patient_Loyalty	0,171	0,169	0,065	2,617	0,004
Image_Hospital_Hospital -> Patient_Satisfaction	0,963	0,960	0,033	29,474	0,000
Patient_Satisfaction -> Patient_Loyalty	0,849	0,850	0,057	14,940	0,000
Service_Quality -> Patient_Satisfaction -> Patient_Loyalty	0,763	0,864	0,054	11,384	0,000
Hospital_Image -> Patient_Satisfaction -> Patient_Loyalty	0,817	0,816	0,059	13,765	0,000

## DISCUSSION

### The Effect of Service Quality on Patient Loyalty

Based on the results of data analysis shows that the influence of Service Quality on Patient Loyalty ( $p = 0.000 < 0.05$ ) then  $H_0$  is rejected  $H_1$  is accepted, meaning that there is a positive and significant influence between Service Quality and Patient Loyalty.

Kotler (2017:39) defines service quality as a form of consumer assessment of the level of service received with the level of service expected. The high and low quality of service depends on how the patient's assessment of the health services he feels is in accordance with his expectations. Service quality is an absolute thing that must be owned by a hospital in offering health services, because with the quality of service, the hospital can measure the level of performance that has been achieved.

Sumiyati and Syah (2016) stated that the better the quality of service provided, the more patient loyalty will be increased. This is because, quality service will have an influence in maintaining customer loyalty (Potluri and Zeleke, 2009). This is in accordance with the research of Zhou et al (2017) and Kim et al (2017) which state that service quality has a positive and significant effect on patient loyalty. However, this is not in line with the research of Fahmi et al (2020) and Yeo and Goh (2021) which state that service quality does not have a positive and significant effect on patient loyalty.

### The Effect of Service Quality on Patient Satisfaction

Based on Table 4.16 explains that the influence of Service Quality on Patient Satisfaction ( $p = 0.000 < 0.05$ ) then  $H_0$  is rejected  $H_1$  is accepted, meaning that there is a positive and significant effect between Service Quality and Patient Satisfaction.

This is supported by the research of Zhou et al (2017) and Fatima et al (2018) which concludes that there is an influence between service quality on patient satisfaction. In his research, it was explained that by providing quality services to patients in the midst of increasing competition between hospitals, it could lead to a significant increase in patient satisfaction in hospitals. However, this is not in line with the research of Zarei et al (2018) and Yeo and Goh (2021) which state that service quality has no effect on patient satisfaction.

### The Effect of Hospital Image on Patient Loyalty

Based on Table 4.16 explains that the influence of Hospital Image on Patient Loyalty ( $p = 0.004 < 0.05$ ) then  $H_0$  is rejected  $H_1$  is accepted, meaning that there is a positive and significant effect between Hospital Image and Patient Loyalty.

Kotler (2017:263) explains that the definition of image is the public's perception of the company or its services. A good hospital image will shape the mindset of the community that if the community has health problems, the community does not need to think twice about where they will get health services, because it is based on their own experience or based on the information they get. This is supported by Bicer's research

(2020) which states that the image of the hospital affects loyalty. However, this is not in line with Asnawi's research (2019) which states that the image of the hospital has no effect on patient loyalty.

### **The Effect of Hospital Image on Patient Satisfaction**

Based on Table 4.16 explains that the influence of Hospital Image on Patient Satisfaction ( $p = 0.000 < 0.05$ ) then  $H_0$  is rejected  $H_1$  is accepted, meaning that there is a positive and significant influence between Hospital Image and Patient Satisfaction

Based on the distribution of respondents' answers, it is known that the respondents answered agree with the statements given, this is known in the respondents' answers, namely the statement "Sri Ratu Hospital is a responsible hospital" ie where the dominant respondent answered agree. this is certainly a good image for Sri Ratu Hospital where respondents feel that the hospital is responsible for what happens to patients. Kotler & Keller (2017: 347) states that image is related to the way people perceive the brand in actual. Patients tend to decide to choose a hospital that has the best image when the patient does not have experience in choosing hospital services. Hospital image is formed through patient satisfaction. A good hospital image can increase patient satisfaction through perceived hospital services. This is supported by Bicer's research (2020) which states that the image of the hospital affects patient satisfaction, so that by creating a strong image in the hospital, it will increase the satisfaction of patients who use health services at the hospital. However, this is not in line with the research of Sukartini and Indrawati (2018) which states that the image of the hospital has no effect on patient satisfaction.

### **Effect of Patient Satisfaction on Patient Loyalty**

Based on Table 4.16 explains that the effect of Patient Satisfaction on Patient Loyalty ( $p = 0.005 < 0.05$ ) then  $H_0$  is rejected  $H_1$  is

accepted, meaning that there is a positive and significant effect between Patient Satisfaction and Patient Loyalty.

Patient satisfaction is formed from the patient's trust or expectations for the services that have been selected. This opinion is in accordance with the statement of Kotler and Keller (2017: 263) which defines patient satisfaction as the level of patient feelings that arise after comparing hospital services or results that have been felt and compared with their expectations. Thus, when patients manage to get hospital services that match their expectations, there will be a repeat purchase attitude or loyalty to the use of hospital services. Satisfaction or dissatisfaction felt by the patient can affect the repeat visit of the patient in the future (Engel et al, 1995). This is in accordance with research by Asnawi (2019) and Yin and Lin (2021) which state that patient satisfaction has a positive and significant effect on patient loyalty. However, it is not in line with the research of Sumiyati and Syah (2016) and Liu et al (2021) which state that patient satisfaction has no positive and significant effect on patient loyalty.

### **The Effect of Service Quality on Patient Loyalty through Patient Satisfaction**

There is an indirect effect of Service Quality on Patient Loyalty through Patient Satisfaction is 0.126, with a p-value of  $0.007 < 0.005$ . The bootstrap results indicate that this indirect effect is significant, Abdullah and Tantri (2017: 44) define service quality as the overall characteristics and characteristics of a product or service that affect its ability to satisfy stated and implied needs. This is in accordance with the research of Mohammed et al (2020) and Holiwono and Tan (2021) which state that service quality affects patient loyalty through patient satisfaction. This study indicates that the existence of quality health services for patients will lead to loyalty to patients through the satisfaction felt by patients in the hospital. However, it is not in line with the research of Sulistyono and

Gumilar (2019) which states that service quality has no effect on patient loyalty through patient satisfaction.

### **The Effect of Hospital Image on Patient Loyalty through E-Trust**

There is an indirect effect of Hospital Image on Patient Loyalty through Patient Satisfaction is 0.086, with a p-value of 0.020 <0.005. The results of the bootstrap indicate that this indirect effect is significant.

Aminah et al (2017), defines image as the overall perception of a brand that is formed by processing information from various sources over time. A good hospital image can increase patient loyalty through increased satisfaction from perceived health services. This is in accordance with the research of George and Sahadevan (2019) and Vimla and Taneja (2020) which state that the image of the hospital has an influence on patient loyalty through patient satisfaction. This study indicates that a good hospital image can increase patient satisfaction through improving the perceived quality of service, which in turn increases patient loyalty to patient visit intentions (Tobing, 2018). However, this is not in line with the research of Yin and Lin (2020) and Paradilla (2021) which state that the image of the hospital has no effect on patient loyalty through patient satisfaction.

### **CONCLUSION**

Based on the analysis and discussion, several conclusions and suggestions can be drawn as follows:

1. Service Quality has a positive and significant impact on Patient Loyalty at Sri Ratu Hospital
2. Service Quality has a positive and significant impact on Patient Satisfaction at Sri Ratu Hospital
3. Hospital Image has a positive and significant impact on Patient Loyalty at Sri Ratu Hospital
4. Hospital image has a positive and significant impact on patient satisfaction at Sri Ratu Hospital
5. Patient Satisfaction has a positive and significant impact on Patient Loyalty at Sri Ratu Hospital
6. Service Quality has a positive and significant impact on Patient Loyalty through Patient Satisfaction at Sri Ratu Hospital
7. Hospital image has a positive and significant effect on Patient Loyalty through Patient Satisfaction at Sri Ratu Hospital

**Conflict of Interest:** None

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How to cite this article: Debi Yolanda Kaban, Arlina Nurbaity Lubis, Beby Karina F Sembiring. The influence of quality of service and hospital image on patient loyalty with satisfaction patients as intervening variables (case study of Sri Ratu Hospital Medan). *International Journal of Research and Review*. 2022; 9(10): 120-130. DOI: <https://doi.org/10.52403/ijrr.20221014>

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