Hospital Image and Service Quality Are Not Able to Provide Patient Satisfaction and Loyalty Effect

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Patient loyalty to a hospital is the key to the development of the hospital. Satisfaction with perceived performance and the presence of emotional ties based on patient experience gives rise to trust over a long period of time. The ability of hospitals to provide quality services supported by a good hospital image will create patient satisfaction and impact on patient loyalty. This study aims to provide empirical evidence of the influence of hospital image and service quality on patient loyalty mediated by satisfaction. The research method used is quantitative methods with the type of causality research. Data source is primary. Unit analysis of inpatient patients. Data analysis with path analysis. The results showed that simultaneously the image of the hospital and the quality of service had a positive and significant effect on patient loyalty with patient satisfaction as intervening. Partially, service quality has a positive and significant effect on patient satisfaction, hospital image has no effect on patient satisfaction, patient satisfaction and hospital image have positive and significant effect on patient loyalty, service quality has no effect on patient loyalty, hospital image research findings do not affect patient satisfaction and service quality does not affect patient loyalty.

Keywords: Hospital image, Service quality, Patient satisfaction and Patient loyalty.

1. INTRODUCTION

Health service is defined as the most required facilitation for the community because it commonly declared as one of basic needs essential for human life. Consequently, optimal health care is highly demanded by the community. In today's era, the needs and desires of the community have become the most fundamental element for health service providers in achieving successful marketing of the products and services offered. Thus, service providers must be capable of increasing community satisfaction. Therefore, health service providers can indirectly strengthen customer loyalty. Patient loyalty to a hospital is considered the key role of hospital development. Satisfaction with the performance perceived by the customers and the presence of an emotional bond based on the patient's experience are capable of leading to a long-term trust of patient [1]. Evidently, the Indonesian community tends to travel abroad in search of medical services that cannot be found in the country almost every year. Singapore, Malaysia and Thailand are some of the most destination countries for

Indonesian patients requiring medical attention. Referring to the previous research, it is reported that Indonesia has spent around $11.5 billion per year on health care abroad [2]. The Indonesia Services Dialogue (ISD) indicated that the number of Indonesians seeking treatment abroad has increased by almost 100% over the last 10 years [3]. In 2006, there were 350,000 patients traveling abroad to obtain medical treatment and it increased to 600,000 patients in 2015. The total expenditure of Indonesian patients abroad in 2015 was amounted to $1.4 billion or equivalent to 182 trillion [4].

Hospital is defined as one of the health service facilities organized by the government or private sector, which may be utilized for health services. Moreover, hospitals with quality services and a good image are considered capable for surviving and excelling. The brand image of an organization may be measured by means of five dimensions, including corporate identity, physical environment, contact personnel, service offering, and corporate individuality [5]. The growth and development of private hospitals in recent years has successfully provided a positive impact over the community that

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requires quality health services. However, it is also able to generate competition between private government hospitals. Consequently, hospitals are demanded to provide quality services to achieve patient satisfaction and may result in patient loyalty [6]. Health development is fundamentally aimed at realizing a healthy in Indonesia, specifically allowing the Indonesian people to possess the ability to serve quality, fair and equitable health services. This goal may certainly be implemented through various health development efforts by realizing significant changes, especially increasing the degree of public health. However, these quality, fair and equitable health services have not been completely provided to the society and tend to require a lot of effort to be developed. It needs to improve the quality of health services in Indonesia by influenced with (three major changes, including limited resources, decentralized policy and development of quality awareness in health services [7].

Loyalty is defined as a measure of the customer's intention to repeatedly use or purchase a particular service. It is influenced by customer satisfaction with the services provided. Loyal customers are commonly referred to as customers with high satisfaction and trust in the seller's reputation regardless of price changes. Loyal customers will consistently re-purchase the services based on they have experienced [8]. According to previous study, satisfaction is an individual feeling of pleasure or disappointment that arises after comparing the perceived product performance (outcome) to his/her expectations [9]. Performance below expectations will lead to dissatisfied or unhappy customers. However, if the performance is able to meet expectations, then customer satisfaction will likely arise [9, 10].

Brand image is divided into three category components, including company image, consumer image, and product image. Consumers are likely to use brand image as a prior reference to be purchasing a product or service. Consequently, the company is demanded to be capable of creating an attractive brand image as well as describing the benefits of the product based on the desires and needs of consumers, thus resulting in a positive image of consumers towards the brand [11]. According to previous study, a service quality is able to measure the extent to which the service provided matches customer expectations [12]. Consumers can show an evaluation of a product or service to meet their needs and expectations.

If consumers are satisfied, they will tend to commit and to repeatedly purchase or use the services or products that are being offered [13]. Satisfaction is defined as pleasurable fulfillment, namely the fulfillment of customer expectations or satisfaction with a product or service [14]. Customer satisfaction is considered as the level of customer feeling after comparing the perceived service performance with their expectations. The correlation between the factors of service quality and patient satisfaction shows that each dimension of service quality is positively correlated with patient satisfaction, and overall service quality and patient satisfaction. Similarly, for the regression analysis, it shows that service quality contributes a significant impact on customer satisfaction. It implies that service quality and patient satisfaction have a positive correlation with each other; and service quality have a significant impact on patient satisfaction [15]. Service quality might be improved by providing a better facility. Moreover, improvement will be capable of increasing nurse empathy while providing services to inpatients, and providing certainty of service-related information, creating patient satisfaction, which consequently generates an impact on increasing patient loyalty. Therefore, it may be inferred that Patient Satisfaction has a positive and significant influence in mediating the effect of service quality on patient loyalty. Thus, a loyalty is defined as a high commitment to repurchase a preferred product or service in the future, regardless of the influence of the situation and the efforts of marketers in changing customer behavior. In other words, consumer loyalty will be consistently created to repurchase the product [16].

2. METHODOLOGY
A. Design of the study
This study utilized a quantitative approach, which was carried out from January to March 2020. The location of study is in the inpatient service unit at the Budiasih Hospital, Serang. The population of this study was 88 patients who were hospitalized several times at Budiasih Hospital of Serang. In this study, the instruments using thequestionnaires by involving Likert scale to answer questions formulated in this study. Furthermore, the validity data was calculated by means of Kaiser Mesyer Olkin (KMO), to determine the adequacy of sampling. Measure Sampling Adequacy (MSA) was used to calculate the adequacy of the use of factor analysis. KMO values above 0.5 or values between 0.6 to 0.9 indicated that the sampling was adequate. Moreover, the reliability test by using the Cronbach Alpha test indicated that (α) was > 0.6, thus indicating that the variables of hospital image, service quality, patient satisfaction and patient loyalty were all reliable. The data in this study were then analyzed by using the AMOS-path analysis model.

B. Hypothesis of the Study
Thus, in this study we proposed the several hypotheses to analyze correlation brand image and service quality over hospital as follows:

H₁ : *There is an effect of hospital image, service quality and patient satisfaction on patient loyalty.*

H₂ : *There is an effect of hospital image on patient satisfaction.*

H₃ : ***There is an effect of service quality on patient satisfaction.***

H₄ : ***There is an effect of patient satisfaction on patient loyalty.***

H₅ : ***There is an effect of hospital image on patient loyalty***

H₆ : ***There is an effect of service quality on patient loyalty***

C. Variable measurement

The patient loyalty variable was derived from primary data by involving four indicators, specifically (1) repeated consumer purchases, (2) consumers purchase between product lines, (3) consumers recommend to others and (4) customers show disinterest in the influence of other competitors. Patient satisfaction variable was derived from primary data by involving three indicators, including (1) conformity of expectations, (2) convenience in obtaining products or services and (3) willingness to recommend the products or services.

The hospital image variable was derived from primary data with three indicators, including strenghtness assessed from the availability of medical personnel and professional support experts, 24-hour service and a large parking area. Second, the uniqueness assessed by the strategic location of the hospital and the doctor who can handle the complaints provided by the patients. Third, favorability, which was assessed from affordable costs and rates, open information provided by doctors, guarantees for the confidentiality of patient medical records and fast and timely service. The service quality variable was derived from primary data by involving five indicators, specifically tangibility, reliability, responsiveness, assurance and empathy. The tendency of respondents' answers to each of the variables may be found based on the average score (index) which is categorized into a range of scores based on the calculation of the three-box method [17]. Figure 1 shows the model of study over six hypotheses.
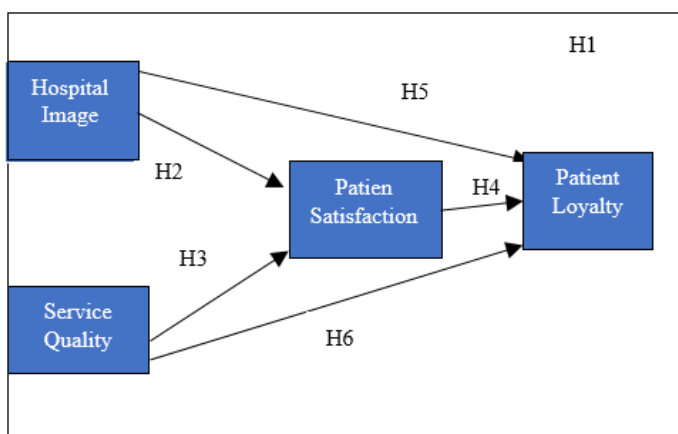

Figure 1. Constellation of the Study

3. RESULTS AND DISCUSSION

A. Descriptive analysis

In this study, the samples were amounted to 88 respondents. The number of respondents in this study tended to be female about 57 people (64.8%), which exceeded the number of male respondents, which was amounted to 31 people (35.2%). Respondents aged 20 - 40 years were amounted to 80 (91%), and those aged > 40 years were amounted to 8 people (9%). Most of the respondents were retirees and housewives, which amounted to 49 people (55.7%), and respondents with high school education level were amounted to 35 people (39.7%). Having regard to the type of guarantor, 70 patients were included in BPJS insurance (79.5%), 13 people (14.7%) were general patients and insurance patients were amounted to 5 people (5.8%). The results of the description of respondents' answers about attitudes in behavior are shown in the behavior matrix (see Table I)

Table I. Response Matrix provided by Respondent at Budiasih Hospital, Serang

No	Variable	Respondents' Response Position			
		Low	Medium	High	Behavior
1	Hospital Image			*	Good
2	Service Quality			*	Having Quality
3	Patient Satisfaction			*	Satisfied
4	Patient Loyalty			*	Loyal

Table I is indicated that respondents' responses to the hospital image, service quality, patient satisfaction and patient loyalty were successfully found. Patients categorized with the hospital image, specifically in the inpatient unit of the Budiasih Hospital of Serang in this good category, supported by good service quality in the inpatient unit service. For the patient satisfaction, Budiasih Hospital of Serang was considered capable of providing patient satisfaction. At the level of loyalty, patients showed their commitment to be loyal to the inpatient unit at Budiasih Hospital of Serang, especially their willingness to use hospital services in the future. In addition, the three criteria (low, medium, and high) have developed by questionaries from observation data. Here, we use 88 respondent data's answers could be processed by using AMOS-Path analysis.

B. Normality test

The normality test is able to identify whether in a path analysis model, the dependent variable, the independent variable or both have a normal or abnormal distribution. Multivariate normality of data could be detected according to the value of *cr* kurtosis in the last row, which

was amounted to 6.350 (see Table II).

Table II. Normality Test Data

Variable	Min	Max	Skew	Cr	Kurtosis	cr
Hospital Image	0.000	1.609	-2,605	-9.978	8.910	17.061
Service Quality	1.099	1.609	-.096	-0.367	-1,231	-2.357
Satisfaction	1.099	1.609	.136	.521	0.532	1,019
Loyalty	0.762	1.609	.813	3.115	1.718	3.291
Multivariate					9.379	**6.350**

Source: results of data analysis on AMOS-path analysis

C. Multicollinearity test

This test was performed by identifying the determinant of the covariance matrix. The very small value of the determinant indicated the occurrence of multicollinearity. In this study, the determinant value of the covariance matrix was amounted to 0.000 (the result was positive and greater than 0.000), meaning that no multicollinearity was detected.

D. Partial test

Table 3 shows the effect of hospital image on patient satisfaction, the effect of service quality on patient satisfaction, the effect of patient satisfaction on patient loyalty, and the effect of hospital image and service quality on patient loyalty.

Table 3. Hypothesis Testing on Regression Weight (Group number 1 – Default model)

Variable		Variable	Est.	S.E.	C.R.	P	Remark
Image	->	Satisfaction	.072	,038	1,876	,061	(H2) Rejected
Quality	->	Satisfaction	,319	,065	4,921	***	(H3) Accepted
Patient Satisfaction	->	Loyalty	.372	.158	2,349	.019	(H4) Accepted
Image	->	Loyalty	.304	,058	5,236	***	(H5) Accepted
Quality	->	Loyalty	-,167	,108	-1.536	,125	(H6) Rejected

Source: AMOS-path analysis output processed in 2020

Figure 2 shows Factor Analysis Model (FAM) in this study to obtain the result.
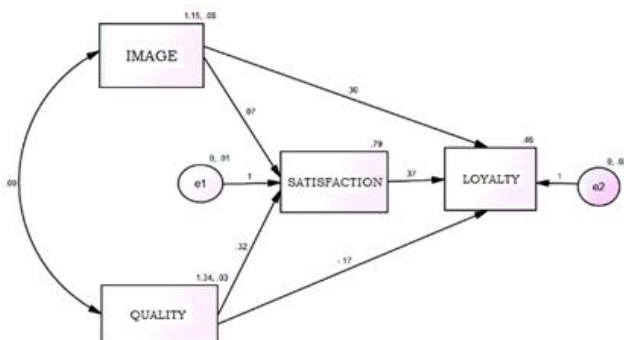

Figure 2. Confirmatory Factor Analysis Model

E. The effect of hospital image and service quality on patient loyalty with patient satisfaction as an intervening variable

The measurement model test was utilized to examine the relationship between indicators and latent variables. The combination of structural model testing and this measurement allowed researchers to determine measurement errors as an integral part of path analysis, and to perform factor analysis along with hypothesis testing. Based on the measurement model test, it was found that the Chi-square result was 0.000, degrees of freedom was 1 and probability level was 1 > 0.05, this indicated that H1 was accepted. After that, the results of the intervening test were used to compare the direct effect and indirect effect of the independent variable from correlation analysis, namely hospital image and service quality on the dependent variable: patient loyalty. The intervening test was calculated by examining the value of standardized direct effects and standardized indirect effects. The indirect effect was likely greater than the direct effect (PTL>PL). The value of the direct effect of hospital image on patient loyalty was found 0.477, while the indirect effect was in the 0.042. Therefore, it can be concluded that patient satisfaction was not able to be an intervening activity between hospital image and patient loyalty. The value of the direct effect and indirect effect of service quality on patient loyalty was found -0.155 0.111, respectively. Thus, it can be concluded that patient satisfaction could be an intermediate variable on service quality and patient loyalty.

F. The effect of hospital image on patient satisfaction

The results of the study stated that the hospital image had no effect on patient satisfaction with a CR value of 1.876 (P = 0.061 > 0.05). Maintaining and improving the image of hospitals were unable to provide a positive impact and increase patient satisfaction. Furthermore, descriptive analysis by means of three box methods indicated that the highest index value was found in the C2 of the straightness indicator, specifically in the statement: "Budiasih Hospital of Serang provides 24-hour services" with an index value of 79.2. The lowest index value was found in the C5 of the uniqueness indicator with an index value of 75.4, specifically in the statement: "I am very impressed with this hospital by having doctors who can handle patient complaints", and there were 2.3% of patients who disagreed with this statement. This means that the image of the Budiasih hospital of Serang had been categorized as good in the availability of 24-hour services. However, a few patients disagreed with the statement regarding to the doctor who could handle the patient's complaints.

On the hospital image variable, descriptive analysis indicated another low index value which was found in the C8 of the straightness indicator with an index value of 75.4, specifically in the statement: "Budiasih Hospital of Serang provides fast and uncomplicated services". Regarding to this, there were two patients (2.3%) who disagreed with this statement. This means that there were still patients who considered that the Budiasih hospital of Serang provides fast and uncomplicated services. On the satisfaction variable, descriptive analysis related to the conformity of expectations indicator showed a low index value in the K1, specifically in the statement: "All hospital staff provides good service" with a value of 74.2, and there were 1.1% of patients who disagreed with the statement. This means that the level of patient satisfaction towards the inpatient unit at the Budiasih Hospital of Serang had been categorized as good. However, on the indicator of conformity of expectations, several patients were dissatisfied with the services provided by the inpatient unit of the Budiasih Hospital of Serang, because the services provided by the hospital were not able to meet the patients' expectations.

G. The effect of service quality on patient satisfaction

The test results above stated that service quality affected patient satisfaction with a CR value of 2.349 (P 0.000 < 0.05), meaning that there was a positive and significant effect provided by service quality on patient satisfaction. Referring to descriptive analysis by utilizing the three-box method, the highest index value of 79.8 was found in the KP6 of tangibility indicator, specifically in the statement: "All hospital staff show hygienic and neat looks". The lowest index value was found in the KP3 of the tangibility indicator, specifically in the statement: "The hospital has complete medical equipment", which was found to 52.2. Regarding to this statement, there were 3.4% of patients who disagreed. This indicates that the service quality of the Budiasih Hospital of Serang was classified as good by the hygienic and neat looks of the hospital staff. However, a number of patients disagreed with the statement about the completeness of medical devices.

On the service quality variable, descriptive analysis showed another low index value which was found in the KP2 of tangibility indicator with an index value of 73.8, specifically in the statement: "Inpatient room is comfortable". There were 3.4% of patients who did not agree with this statement. It indicates that some patients were likely to feel uncomfortable being in the inpatient room at Budiasih Hospital of Serang. In the K10 of the reliability indicator, an index value of 73.8 was found in the statement: "Doctors always come in a quick and timely manner". Regarding to this statement, there were 3.4% of patients who were dissatisfied with the doctor's arrival schedule. On the satisfaction variable, descriptive analysis of revisit intention indicator indicated a low index value in the K7, specifically in the statement: "I will be likely to return to this hospital due to adequate and satisfactory facilities", with an index value of 76.6, and there were 3.4% patients who did not agree with the statement. In the K5 statement: "I will be likely to return to this hospital due to the satisfactory service provided", there were 3.4% of patients who disagreed. This indicates that the service quality of the inpatient unit at the Budiasih Hospital of Serang had been categorized as good, but on the tangibility and reliability indicators, a number of patients were less likely to be dissatisfied with the quality of service provided by the inpatient unit at the Budiasih Hospital of Serang.

H. The effect of patient satisfaction on patient loyalty

The results showed that patient satisfaction contributed an effect to patient loyalty with a CR value of 2.349 (P= 0.019 < 0.05). Based on a descriptive analysis by using the three-box method, the highest index value was found in the K9 of indicator related to the willingness to recommend the hospital, specifically in the statement: "I highly recommend this hospital for having reliable and professional doctors and nurses", with an index value of 78.2. Moreover, the lowest index value was found in the K1 of the conformity of expectations indicator with an index value of 74.2. There were 1.1% of patients who did not agree with the statement: "All hospital staffs are able to provide great service". This means that patients were highly satisfied with the inpatient unit at the Budiasih Hospital of Serang, but their lowest level of satisfaction was found in the services provided by hospital staffs. A number of patients were less likely to be satisfied with the services provided by hospital staffs. In the indicator of willingness to recommend the hospital, specifically in the K11 statement with an index value of 77: "I recommend this hospital as a place for treatment because it has sophisticated medical equipment", 2.3% of patients were found to be unwilling to recommend the hospital as a place for treatment, because they were not satisfied with the tools provided by the hospital. In the loyalty variable, descriptive analysis indicated that the highest index value was found in the L9 of the indicator related to the customer's unwillingness to the product of competitors, specifically in the statement: "Budiasih Hospital of Serang is better than other hospitals", with an index value of 78.2. The lowest index value was found in the L4 of the indicator of purchasing between product lines with an index value of 74, particularly in the statement: "In addition to treatment, I also use the services of this hospital for medical check-ups". Regarding to this, there were 2.3% of patients who disagreed with the statement. This means that the level of patient satisfaction and

loyalty was quite high. However, a number of patients were still less willing to recommend the hospital due to dissatisfaction with the hospital's medical equipment. Moreover, some patients were not willing to use hospital services for health purposes other than for treatment.

I.   The effect of hospital image on patient loyalty

Based on the results of the study, it was found that the hospital image influenced patient loyalty. The positive effect of hospital image on patient loyalty was shown by the estimated value of 0.477, CR of 5.236 and (P = 0.000 < 0.05). Furthermore, the results of the analysis showed that the hospital image provide a positive and significant effect on patient loyalty. It indicates that the hospital image was able to influence patients to be loyal to the hospital. Moreover, the improvement of hospital image would be capable of increasing patient loyalty. Patients who attended the Budiasih Hospital of Serang should be provided with the quality of service according to the patients' needs, thus the perceived image of the hospital would lead to an impact on patient loyalty. In the loyalty variable, descriptive analysis of indicator related to the customer's unwillingness to the product of competitors showed a low index value which was found in the L9, specifically in the statement: "Budiasih Hospital of Serang is better than other hospitals", with an index value of 78.2. Regarding to this, there were 1.1% of patients who disagreed with this statement. This means that the hospital image had been considered good by patients, especially in the inpatient unit at the Budiasih Hospital of Serang, but a number of patients were less likely to be dissatisfied with the image of the inpatient unit at the Budiasih hospital of Serang, because the patients perceived other hospitals as having a better image.

J.   The effect of service quality on patient loyalty

Having regard to the results of the study, it was found that there was no effect provided by service quality on patient loyalty, with a CR value of -1.536 and (P = 0.125 > 0.05). Therefore, it can be concluded that improving the quality of service at the Budiasih Hospital of Serang was not capable of influencing patient loyalty. Improved service quality, which was balanced with increased patient satisfaction will result in a positive influence on patient loyalty.

Hospital image did not contribute any effect on patient satisfaction, and service quality did not provide any effect on patient loyalty. In this study was conducted by having some limitations that can be used as a source for further studies. The limitations found in this study are:

a) The variable model developed and tested in this study consisted of hospital image, service quality, patient satisfaction, and patient loyalty. Meanwhile, there are many other variables that are also capable of influencing patient loyalty that were not used in this

study, such as the competence of hospital staff, hospital environment/location and prices/tariffs which may mediate on these variables.

b) The study was only conducted in inpatient units, not in all aspects of the hospital. Consequently, this study had not been able to provide maximum results.

4. CONCLUSION

Hospital image, service quality and patient satisfaction simultaneously had a positive effect on patient loyalty. Hospital image had no effect on patient satisfaction, while service quality had a positive and significant effect on patient satisfaction. Moreover, hospital image and patient satisfaction provided a positive effect on patient loyalty, and service quality had no effect on patient loyalty. Referring to the results of the analysis and conclusions, the researchers would like to propose some inputs or suggestions towards the hospital as follows: First, increase customer loyalty by showing the important role of hospital image through providing quality services that are able to meet patient needs at affordable prices and equipped with supporting facilities; Second, improve the ability of nurses and other medical officers in providing nursing care to inpatient unit patients by increasing competence through training, internally or externally to the hospital; Third, develop innovations, especially for hospital service products that may be capable of satisfying patients, thus resulting in an increase in patient loyalty. Fourth, promote the hospital by creating a complete examination package supported by good facilities at affordable prices, such as medical checkup packages, cardiac examinations or circumcision packages. Fifth, provide complete treatment room and waiting room facilities for inpatient units as well as improving hygiene in order to increase patient comfort. Sixth, update the medical equipment available at the hospital to suit the needs of patients and the times.

In light of the study results, it was found that hospital image, service quality and patient satisfaction simultaneously provided a positive effect on patient loyalty. Certain strategies are highly needed to increase patient loyalty, specifically by improving the hospital image and service quality, thus creating patient satisfaction and will have an impact on increasing patient loyalty. In addition, hospital management, especially inpatient units, is also able to increase patient loyalty through several strategies as follows:

a) Conducting evaluation of the hospital image by evaluating, making new plans and establishing decisions on all details of values related to performance, product, price and quality of service. Therefore, a strong hospital image is capable of increasing patient loyalty and maintaining factors that lead to patient loyalty, such as increasing the hours of service for doctors who have many loyal

patients, completing supporting facilities both medical and non-medical at prices affordable by patients, especially patients with a high level of loyalty to the hospital.

b) Performing evaluation of service quality in all dimensions and creating new marketing strategies to improve service quality and increase patient satisfaction. Thus, the patient remains loyal to the hospital.

c) Improving hospital promotion by focusing on the quality of services provided by the hospital and patient satisfaction. Therefore, patient loyalty does not arise because of the image that the hospital has, but because of satisfaction with the services obtained.

d) Improving the rearrangement of the flow of inpatient services to be easier which in turn leads to a faster and less complicated service time.

e) Preparing excellent service training for all hospital staff, thus all officers are capable of providing better service to patients.

f) Monitoring the schedule of DPJP visits and evaluating the doctors' discipline.

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