

Analysis of the Influence of Brand Image and Service Quality on Patient Loyalty with Patient Satisfaction as an Intervening Variable: Literature Review.

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ABSTRACT

Background: The success of an agency in building a brand image depends on the good quality, comfort and status that the agency has provided to consumers. A strong brand image allows agencies to gain direct trust from consumers. Brand image or commonly known as Brand image is the perception formed in the minds of consumers regarding a brand, which reflects the values, identity and personality associated with the product or service. Brand image is also considered a valuable intangible asset (intangible assets) of a company. A positive image allows a company to gain reputation value and competitive advantage. A good image will increase customer satisfaction, service quality, loyalty, and repurchase intentions.

Methods: This research is a literature review literature study. The author used the PRISMA systematic review method, which includes merging, filtering, inclusion, and eligibility based on article findings which were then analyzed.

Results: The Influence of Brand image and Service Quality on Patient Loyalty with Patient Satisfaction as an intervening variable is not only studied through a direct relationship to all variables, but also an analysis of each variable by examining the influence of brand image on patient satisfaction, the influence of brand image on patient loyalty, service quality on patient loyalty, the influence of service quality on patient satisfaction and the influence of patient satisfaction on patient loyalty.

Conclusion: Based on the explanation above, it can be concluded that brand image and service quality influence patient loyalty. This means that patient satisfaction is an important variable in determining whether patients will reuse a given healthcare service.

INTRODUCTION

Profit-oriented institutions must have their own image and distinctive characteristics when marketing the products or services they offer. This is intended to ensure the institution's operations and development. This goal can be achieved if the company pays attention to marketing activities, including the products produced, product pricing, and appropriate promotion (Nurliyanti, 2022).

The success of an agency in building a brand image depends on the good quality, comfort, and status that the agency has given to consumers. A strong brand image allows the agency to gain direct trust from consumers. Brand image is built based on the impressions, thoughts, or experiences that a person has with a brand which will ultimately shape an attitude towards the brand in question (Nurmelyani, 2022).

Consumers consider brands as an important consideration when purchasing products or services. These considerations are based on several aspects, including rational and emotional ones. Rationally, consumers believe that the brand is capable of providing good quality, while emotionally, the brand is seen as capable of maintaining the image and prestige of its consumers (Slack, 2020).

Brand image, or commonly known as brand image, is the perception formed in the minds of consumers about a brand, reflecting the values, identity, and personality associated with the product or service (Al-Hawary, 2020). In an increasingly competitive business world, brand image plays an important role in differentiating a brand from its competitors, as well as in building strong and sustainable relationships with consumers. Brand image is not only influenced by marketing communications and promotions, but also by consumers' direct experiences with the product or service, as well as their interactions with other elements of the brand such as customer service and product quality (Armayanti, 2019).

Kotler & Keller stated that "brand image is the perception and belief held by consumers, as reflected in the associations that occur in consumer memory." Therefore, every institution, especially those oriented towards profit, always considers brand image to be an important aspect, because it can help the institution position itself, maintain consumer purchasing power and reach new markets. This is because consumers often interpret that services or products that have a good brand image are services or products of good quality (Nurliyanti, 2022).

Brand image according to Sutiyono & Baruna Hadibrata has dimensions as below. (a) The superiority of brand association is one of the factors forming brand image is product superiority, where the product is superior in competition. (b) The strength of brand association every valuable brand has a soul, a special personality is a fundamental obligation for brand owners to be able to express, socialize the soul/personality in one form of advertising, or other forms of promotional and marketing activities (Dam, 2021). That is what will continue to be a link between the product/brand and customers. thus the brand will be quickly recognized and will be maintained amidst the fierce competition. Building the popularity of a brand into a well-known brand is not easy. However, popularity is one of the keys that can shape the brand image to customers. (c) The uniqueness of brand association is the uniqueness of the product. Based on the definition of experts on brands, it can be concluded that the brand is a form of identity of a product offered to customers that can differentiate the company's products from competitors' products in the form of names, words, signs, symbols, designs, or a combination of all of these things (Yunida, 2016).

Brand image strategies are currently being implemented not only by non-healthcare institutions but have also expanded to service facilities such as clinics and, in particular, hospitals (Han, 2022). Hospitals face intense competition due to open market policies in the medical services industry. Population growth and increased health awareness are driving demand for public services. Therefore, the healthcare sector is now transforming itself towards a customer-centric approach (Al-Hawary, 2020).

Hospitals strive to develop marketing strategies that enhance their public image to increase patient satisfaction, loyalty, and employee performance (Ismail, 2022). Consumers are becoming increasingly critical. This situation requires organizations to understand the importance of customer satisfaction, as it can help business growth. Consumers help generate profits by purchasing products or services. If a company can provide service that exceeds customer expectations, then customers will certainly be satisfied (Al-Hawary, 2020).

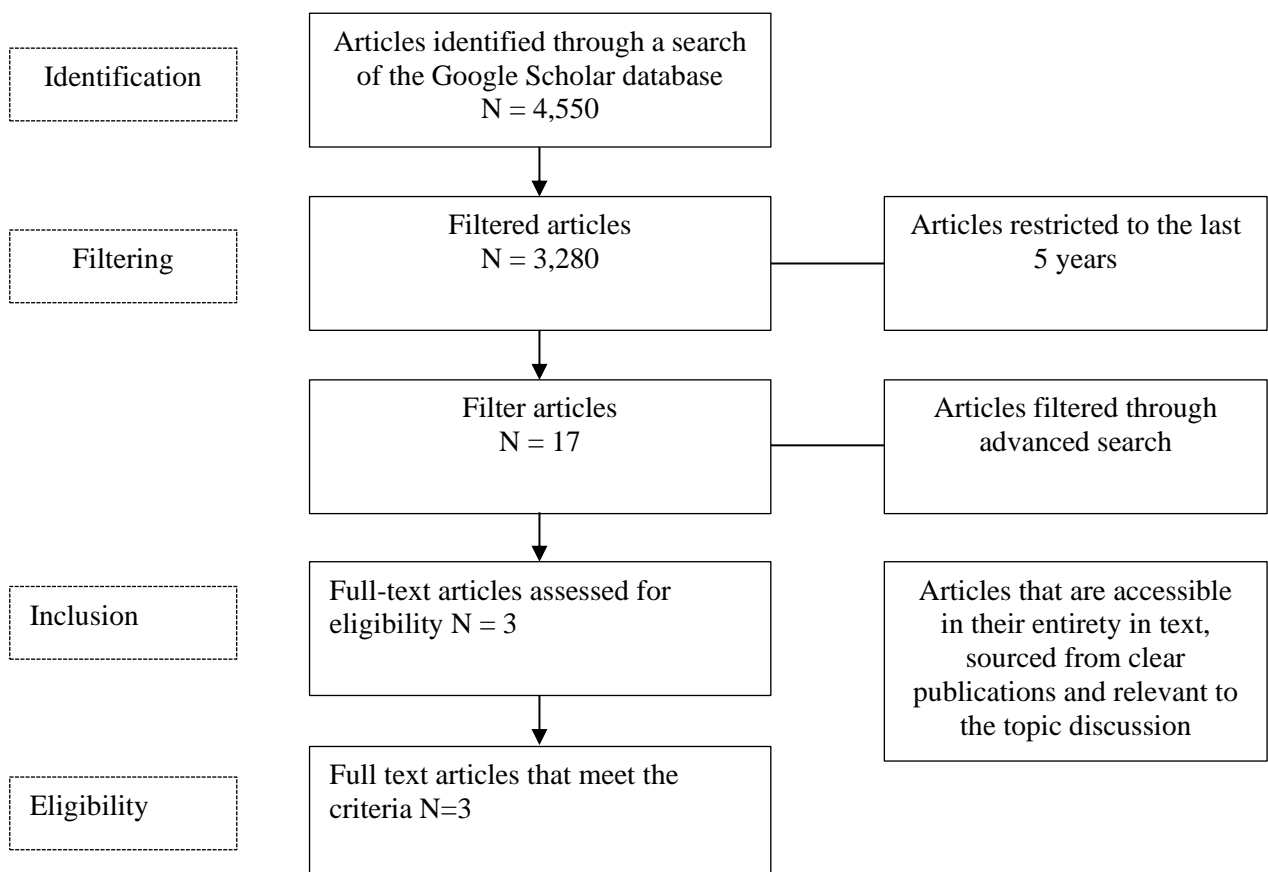
Satisfied consumers will certainly have a higher level of loyalty to a product compared to dissatisfied customers. In addition to satisfaction, customer loyalty is influenced by the perception of brand image. The perception of brand image can provide consumers with good understanding in making purchasing decisions. If customers have a positive experience, they will tend to return and share their experience with others (Slack, 2020).

Brand image is also considered a valuable intangible asset of a company. A positive image enables a company to gain reputational value and competitive advantage (Nguyen, 2021). A good image will increase customer satisfaction, service quality, loyalty, and repurchase intentions. Hospital image

impacts patient attitudes and behaviors toward the hospital. Thus, understanding the relationship between hospital brand image and its influence on patient intentions is essential (Harmen, 2020).

METHODS

This study is a literature review study. Data were collected using the Chrome search engine through the Google Scholar online database with the keyword "The Influence of Brand Image on Patient Satisfaction" as an intervening variable. Referenced articles were articles published within the last 5 years. The articles were accessible in their entirety, sourced from clear publications, and relevant to the topic of discussion. Therefore, if an article did not meet these requirements, it was classified as an exclusion criterion. The author used the PRISMA systematic review method, which includes identification, screening, inclusion, and eligibility based on the findings of the articles, which were then analyzed. Based on the search results using Google Scholar, 4,550 articles were obtained. Then, filtering by limiting the time span to the last 5 years resulted in 3,280 articles, and through further searches, 17 articles were obtained. After being reviewed based on the inclusion criteria, 3 articles were found to be suitable for the discussion.



RESULTS

Based on the author's analysis, below are the results of the literature study as follows:

Table 1. Results of literature study

Author/Year	Place	Title	Method	Results
Awalia Jihan Sanggarwati, Nur Laily. 2023	Husada Utama Hospital Surabaya	The Influence of Brand Image and Service Quality on Patient Loyalty Through Patient	Quantitative research using comparative causal methods	(1) <i>Brand image</i> influences patient satisfaction through patient loyalty based on the t-statistic value of $2.738 > 1.96$ p-values are $0.006 < 0.05$. (2) The influence of service quality on

		Satisfaction as an Intervening Variable		patient satisfaction through patient loyalty based on the t-statistic value of $4.363 > 1.96$ p-values are $0.000 < 0.05$
Sherly Natalia Dewi, Sukesni. 2022	Bhakti Dharma Husada Regional Hospital, Surabaya	Evaluation of Tuberculosis Surveillance System in North Sumatra Provincial Health Office 2022	Quantitative research with a descriptive approach	Based on testing the indirect path of the brand image variable through patient satisfaction which is 0.393 which is greater when compared directly to 0.228, so it is proven that there is an influence of brand image on patient loyalty through patient satisfaction at Bhakti Dharma Husada Regional Hospital, Surabaya.
Abadi Sanosra, Nursaid, Agung Setiyo Sugroho, 2022	Blambangan Regional Hospital	The influence of service quality and brand image on customer loyalty with customer satisfaction as an intervening variable	Quantitative research with descriptive and verification approaches.	It is known that the significance value of p-value is $0.025 < 0.05$, there is an influence of brand image on customer satisfaction through customer loyalty in outpatient services at Blambangan Regional Public Hospital.

Based on the literature review above, research conducted by Awalia Jiha Sanggarwati and Nur Laily at Husada Utama Hospital in Surabaya found that *brand image* indirectly influences patient loyalty through patient satisfaction. However, several supporting variables were also tested, namely:

1. **The influence of brand image on patient satisfaction** : There is a significant influence with a t-statistics value of $2.974 < 1.96$ and p-values of $0.003 < 0.05$.
2. **The influence of brand image on patient loyalty** : There is a significant influence with a t-statistic value of $2.211 < 1.96$ and p values of $0.028 < 0.05$.
3. **The influence of service quality on patient loyalty** : There is a significant influence with a t-statistics value of $1.999 < 1.96$ and p-values of $0.046 < 0.05$.
4. **The influence of service quality on patient satisfaction** : There is a significant influence with a t-statistics value of $6.119 < 1.96$ and p-values of $0.000 < 0.05$.
5. **The Influence of Patient Satisfaction on Patient Loyalty** : There is a significant influence with a t-statistics value of $6.240 < 1.96$ and p-values of $0.000 < 0.05$.

Table 2. Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	T Statistic ((O/STDEV))	P Value
BI --. KP	0,304	0,280	0,102	2.974	0,003
BI → LP	0,155	0,161	0,070	2.211	0,028
KP → LP	0,586	0,589	0,094	6.240	0,000
KPL → KP	0,551	0,558	0,090	6.119	0,000
KPL → LP	0,210	0,199	0,105	1.999	0,046

Furthermore, research conducted by Sherly Natalia Dewi and Sukesi at Bhakti Dharma Husada Hospital in Surabaya found that *brand image* influences patient loyalty through patient satisfaction. However, several variables were also tested, as described in the following table:

Table 3. Results of path coefficient measurements

	Estimate	S.E	CR	P
Patient_Satisfaction \leftarrow Service_Quality	0,905	0,222	4,084	0,000
Patient_Satisfaction \leftarrow Brand_Image	0,247	0,103	2,388	0,017
Patien_Loyalty \leftarrow Brand_Image	0,228	0,073	3,140	0,002
Patien_Loyalty \leftarrow Service_Quality	0,332	0,164	2,027	0,043
Patien_Loyalty \leftarrow Patient_Satisfaction	0,668	0,164	4,074	0,000
Patien_Loyalty \leftarrow Patient_Satisfaction \leftarrow Brand_Image	0,393	0,015	5,027	0,015
Patien_Loyalty \leftarrow Patient_Satisfaction \leftarrow Service_Quality	0,412	0,031	3,009	0,003

Research conducted by Abadi Sanosra, Nursaid, and Agung Setiyo Sugroho at Blambangan Regional Hospital found that *brand image* influences patient loyalty through patient satisfaction. However, several other variables were also tested, as follows:

Table 4. Direct Influence Coefficient Value

	Original Sample (O)	P Value
Brand Image (X2) \rightarrow Customer Loyalty (Y)	0,259	0,062
Brand Image (X2) \rightarrow Customer Satisfaction (Z)	0,357	0,012
Customer Satisfaction (Z) \rightarrow Customer Loyalty (Y)	0,633	0,000
Service Quality (X1) \rightarrow Customer Loyalty (Y)	0,032	0,782
Service Quality (X1) \rightarrow Customer Satisfaction (Z)	0,439	0,001

DISCUSSION

Based on the results above, the influence of *brand image* and service quality on patient loyalty with patient satisfaction as an intervening variable is not only studied through direct links to all variables, but also analysis between each variable by studying the influence of *brand image* on patient satisfaction, the influence of *brand image* on patient loyalty, service quality on patient loyalty, the influence of service quality on patient satisfaction and the influence of patient satisfaction on patient loyalty.

The Influence of Brand Image on Patient Satisfaction

Based on the results of the literature study, it was found that there is an influence of *brand image* on patient satisfaction. Based on the results of research at Blambangan Regional Hospital, there are several indicators that support patient satisfaction, namely providing opportunities for patients to use supporting facilities as much as they want, having complete health services so that it is attractive for patients to come back to use the service, and providing health services to patients according to the quality of service. *Brand image* itself is influenced by several factors, namely quality or quality, trustworthy or reliable, usefulness or benefits, service, which is related to the manufacturer's task in serving its consumers, price, Image owned by the brand itself, namely in the form of customers, opportunities and information related to a brand of a particular product (Rachmania, 2019). Therefore, BDH Surabaya Regional General Hospital has a good image in the eyes of the public because it fulfills several aspects, namely optimal service, has complete medical facilities and equipment, provides fast and responsive service, has competent human resources in their respective fields and good communication between the hospital and patients.

The influence of brand image on patient loyalty

Based on the results of research at Blambangan Regional Hospital, there are several indicators that support patient loyalty, namely patients feel satisfied after receiving quality health services from the hospital, feel the health services received are in accordance with expectations so that they make repeat purchases of health services at Blambangan Regional Hospital (*Expectancy theory*), satisfaction with the health services received so that they tell others to get health services at Blambangan Regional Hospital (*Word of Mouth*). The existence of loyalty from hospital service users is very beneficial for the hospital, especially if patients are willing to tell others about their experiences while at the hospital (*word of mouth*) because word of mouth communication is an effective way to build a positive image for the hospital (Angraini, 2021).

In other words, the image (*brand image*) can be assessed based on indicators known to the public (popular), the hospital's credibility is recognized/trusted, competitive compared to other hospitals and

affordable and competitive prices/rates influence patient loyalty by influencing the quality of service and patient satisfaction first (Cuong, 2020). However, technological limitations in Indonesia result in *the brand image* not being able to be marketed in remote areas so that it can be difficult for hospitals to know the needs of patients, and not all patient needs can be met by one hospital, because competitors will also assess how the hospital can introduce its products through *brand image* (Lee, 2021).

Quality of service towards patient loyalty

The quality of service will also greatly influence customer loyalty, where by providing good service and making customers comfortable, customer loyalty will emerge. Customers who have come to the company before, if they are comfortable, they will not hesitate to come back. When patients are given adequate facilities, appropriate services and treatment, it makes patients feel pampered when they can choose what they like, this is what encourages the creation of patient loyalty when they will have a health check (Alnsour, 2022). Patients see quality health services as a necessity in health services so that the fulfillment of patient needs can be met, even in a polite and friendly manner, timely in service, responsive, and able to understand patient complaints (Ahmad, 2022).

The influence of service quality on patient satisfaction

Service quality is an effort to fulfill customer desires and needs and fulfill delivery so that customer expectations can be balanced. Service quality will always be carried out and implemented by companies that sell their services, because with good service quality, customer satisfaction will emerge, the more the service quality is improved, the more customer satisfaction will increase (Prentice, 2019). Satisfaction will occur if customer expectations can be met well from the services provided by the hospital so that it is necessary to pay attention to and continuously evaluate customer satisfaction and expectations and followed by improvements in service and effective and efficient management will make the hospital have high resilience and competitiveness to be able to maintain the continuity of hospital operations (Anfal, 2020).

The influence of patient satisfaction on patient loyalty

Customer satisfaction has a positive and significant impact on customer loyalty, increasing customer satisfaction will also increase customer loyalty and decreasing customer satisfaction will also decrease customer loyalty, therefore as an entrepreneur of course it is mandatory to maintain customer satisfaction in order to maintain customer loyalty (Soumokil, 2021). Hospitals can make patient satisfaction a step in creating patient loyalty such as fast service, uncomplicated administration, comfortable waiting room for patients and so on. Health service providers are required to always provide good service to improve the quality of their services so that patient trust is always given to health service providers so that it can have an impact on patient satisfaction and patient loyalty (Vigaretha, 2018).

CONCLUSION

Based on the explanation above, it can be concluded that *brand image* and service quality influence patient loyalty. This means that patient satisfaction is an important variable in determining whether patients will reuse a given healthcare service. Patient satisfaction is defined as a patient's level of feeling that arises as a result of the performance of the healthcare service they receive after comparing it with their expectations. Patient satisfaction is determined by adequate facilities such as comfortable waiting rooms, use of the latest technology in services, affordable prices and so on.

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