Influence of Service Quality, Image, and Trust on Patient Loyalty Through Patient Satisfaction as Intervening Variable

Feny Kurniawati, Tabrani, Mahben Jalil
{fenny.rsi@gmail.com }

Magister Management, Universitas Pancasakti Tegal, Indonesia

Abstract. This study examined the impact of service quality, image, and trust on patient loyalty through customer satisfaction at RSI PKU Muhammadiyah Tegal. The findings revealed that service quality positively influenced both patient loyalty and satisfaction. Trust also had a positive effect on loyalty and satisfaction. However, image did not show a significant impact on loyalty or satisfaction. Patient satisfaction was found to mediate the relationship between service quality and trust.

Keywords: Service Quality, Patient Loyalty, Patient Satisfaction

1. Introduction

Standardization of services through hospital accreditation absolutely must be done to provide certainty regarding the quality of services provided to patients. Accreditation can be a measure of a hospital's ability to provide quality health services to provide satisfaction to patients, families, and communities. Patient satisfaction is very important, because only hospitals that are customer satisfaction oriented can survive in the era of globalization.

RSI PKU Muhammadiyah Tegal was established on December 24, 1989 and currently occupies a building on Jl. Singkil Km 0,5 Adiwerna Tegal. As time goes by, RSI PKU Muhammadiyah Tegal tries to provide the best service to patients. With more modern medical services in a beautiful environment and Islamic nuances, RSI PKU Muhammadiyah Tegal continues to strive to realize its vision, mission, and goals. Supporting facilities and infrastructure are continuously equipped from time to time, so that RSI PKU Muhammadiyah Tegal currently has 266 beds. RSI PKU Muhammadiyah Tegal managed to get a Hospital Accreditation Certificate Number: 005612g/KARS-Reg/II/2020 on March 27, 2020 from the Hospital Accreditation Commission with a Plenary Level Pass status.

Another important factor in the effort to create customer satisfaction is to provide good service quality. Quality services in hospitals means providing services to patients and their families based on quality standards to meet their needs and desires, so that they can obtain satisfaction which in turn can increase the trust of patients and their families towards the hospital (Sabarguna, 2004). High performance and service quality are the most important factors to achieve patient satisfaction.

The level of patient satisfaction based on the value of the Community Satisfaction Index (IKM) can be said to be inconsistent, although it is still in the good category. It means that patient satisfaction has not been maximized, so there are still things that need to be improved. RSI PKU Muhammadiyah Tegal which was built with adequate facilities and infrastructure does not seem to be able to provide services that are in accordance with the wishes, expectations, and demands of the community as service users.

The research problem is formulated in the form of the following research questions.
1. Do service quality, image, and trust have an influence on the loyalty of outpatients at RSI PKU Muhammadiyah Tegal?
2. Do service quality, image, and trust have an influence on outpatient satisfaction at RSI PKU Muhammadiyah Tegal?
3. Does patient satisfaction have an influence on the loyalty of outpatients at RSI PKU Muhammadiyah Tegal?
4. Do service quality, image, and trust have an influence on loyalty through outpatient satisfaction at RSI PKU Muhammadiyah Tegal?

2. Literature Review

2.1. Customer loyalty

Loyalty describes the loyalty of customers to continue to use the products or services of a particular company and they participate in promoting the company's products or services to others voluntarily. Loyalty is the willingness of customers to continue to subscribe in the long term, by buying and using goods and services repeatedly, and voluntarily recommending them to other parties.

Timm (2001) and Gaffar (2007) state that customer loyalty consists of the following 5 elements.

1. Emotion commitment, is a psychological promise of the customer to the company.
2. Trust, is a customer's trust in the company.
3. Word of mouth, is a behavior to recommend to others.
4. Switching cost, is the customer's response to the burden that will be received when a change occurs.
5. Cooperation, is the behavior of customers to cooperate with the company.

2.2. Patient Satisfaction

Patient satisfaction refers to the evaluation of the service received compared to the patient's expectations (Supriyanto, 2010). It is the level of one's feelings after comparing performance or results to their expectations (Kotler, 2011: 33). Patient satisfaction is when the selected product meets or exceeds expectations (Nurachmah, 2015: 22). It is the perception that expectations have been met or surpassed (Gerson, 2004: 65 in Nurachmah, 2015: 22). Patient satisfaction is a subjective assessment of service quality with an objective basis (Sabarguna, 2014: 55). Satisfaction is achieved when services align with needs and expectations (Wigati, 2008).

Hospital Image

Image is a valuable intangible asset of the company. A positive image allows a company to gain a reputation and competitive advantage (Porter and Claycomb, 2007). Brand image is a consumer's memory about a product, as a result of what someone feels about the brand (Roslina, 2010: 334). Consumers who have a positive image of a brand will be more likely to make a purchase (Setiadi, 2003). Kotler and Armstrong (2007) argue that brand image is a set of consumer beliefs about various brands.

According to Kotler and Keller (2016: 263), company image indicators include the following four elements.
1. Personality
2. Reputation
3. Value
4. Company identity

Trust

Kotler and Keller (2016: 225) define trust as the company's willingness to rely on business partners. Trust depends on a number of interpersonal and interorganizational factors, such as company competence, integrity, honesty, and kindness. Quality services in hospitals means providing services to patients and their families based on quality standards to meet their needs and desires, so that they can obtain satisfaction which can ultimately increase patient and family trust in the hospital (Sabarguna, 2004).

Service quality
Achieving patient satisfaction relies heavily on high performance and service quality. Tjiptono (2007) defines service quality as the company's efforts to meet customer needs and desires. According to Welch in Kotler (2002), service quality is the key to establishing and maintaining customer loyalty and gaining a competitive advantage. Quality goods or services are those that meet or surpass customer expectations, which can be assessed through various dimensions of quality. Parasuraman in Lupiyoadi (2013) identifies five dimensions of service quality..
1. Tangible, namely the company's ability to demonstrate its reliability in producing products or services to other parties.
2. Reliability, namely the ability of product or service companies to provide services in accordance with what they promised.
3. Responsiveness, which is a fast and appropriate action as well as clear and accurate information in providing services to customers.
4. Guarantee and assurance, is a way for companies that produce products or services in an effort to create customer trust in companies with a lot of knowledge and skills of their employees.

5. Empathy, namely the company's way of understanding the desires of its customers by giving personal attention.
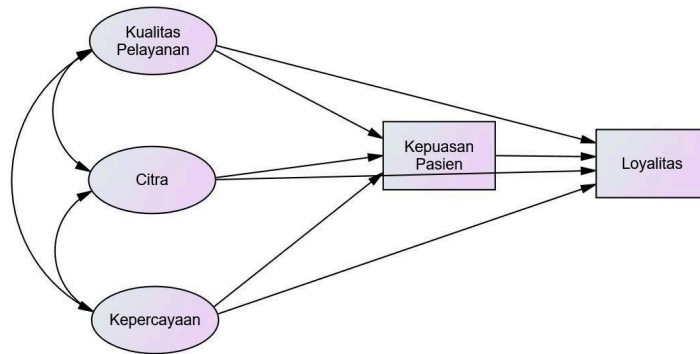
3. Method

This research uses causal associative research using a quantitative approach. The population in this study were outpatients who were doing an examination at the RSI PKU Muhammadiyah Tegal polyclinic. The sampling technique used is non-probability sampling with an accidental approach. With a number of up to 205 respondents. Data analysis in this study was carried out using Structural Equation Modeling (SEM).

Figure 1. Structural Equation Modeling
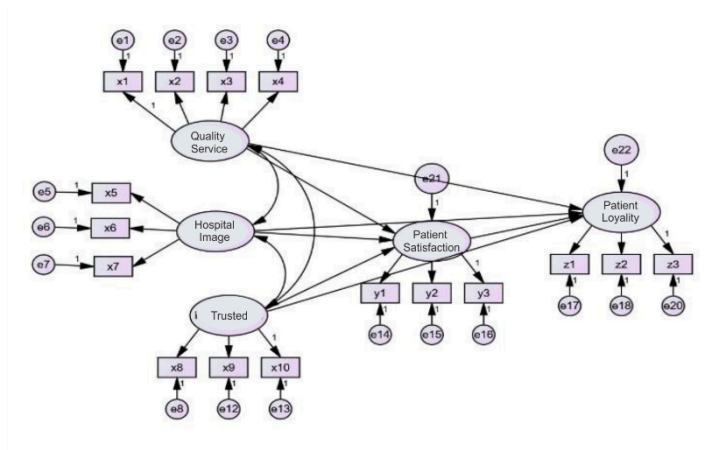
3. Discussion

3.1. Outer Model Evaluation

The results of data processing for confirmatory factor analysis of service quality are as follows:

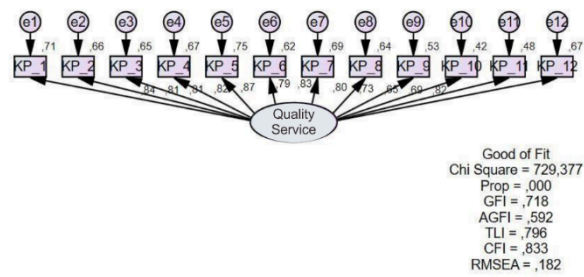**Figure 2.** Confirmatory Factor Analysis – Service Quality

Table 1. Good of fit Service Quality After Modification

Good of Fit	Cut off Value	Estimate Result	Description
Chi Square	Small	54,432	good
Significance	≥ 0,05	0,015	marginal
CMIN/df	≤ 2,00	1,601	good
RMSEA	≤ 0,08	0,040	good
GFI	≥ 0,90	0,976	good
AGFI	≥ 0,90	0,946	good
TLI	≥ 0,95	0,990	good
CFI	≥ 0,95	0,995	good

Figure 3. Confirmatory Factor of Hospital Image

Good of Fit
Chi Square = 578,474
Prop = ,000
GFI = ,752
AGFI = ,586
TLI = ,745
CFI = ,809
RMSEA = ,233
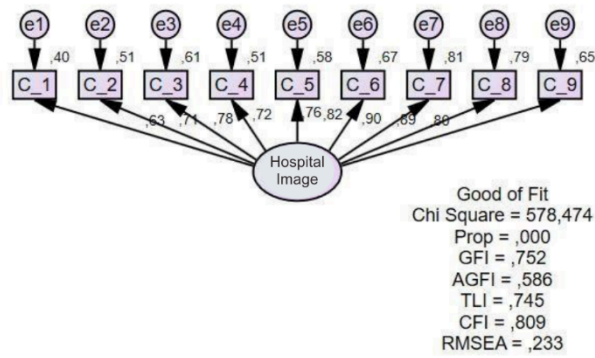
Table 2. Confirmatory Factor of Hospital Image

Good of Fit	Cut off Value	Estimate Result	Description
Chi Square	Kecil	45,500	good
Significance	≥ 0,05	0,001	marginal
CMIN/df	≤ 2,00	2,000	good
RMSEA	≤ 0,08	0,058	good
GFI	≥ 0,90	0,974	good
AGFI	≥ 0,90	0,941	good
TLI	≥ 0,95	0,984	good
CFI	≥ 0,95	0,991	good

Figure 4. Inner Model Evaluation (Measurement Model)
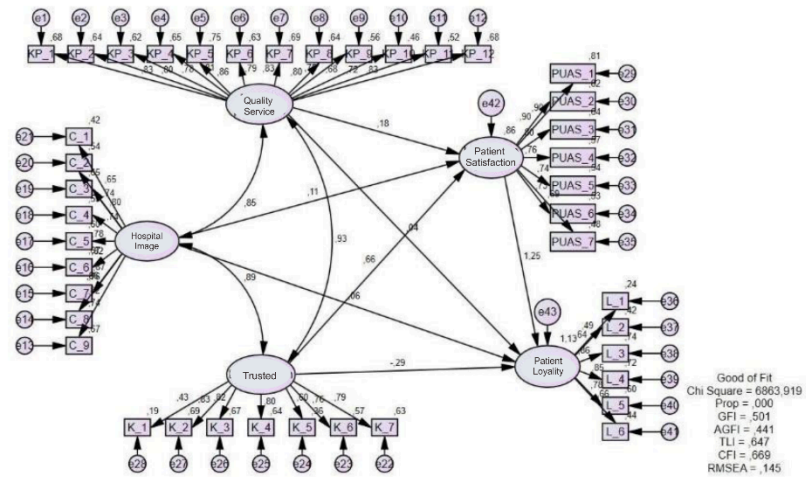
Table 3. Good of fit Model Struktural After Modification

Good of Fit	Cut off Value	Estimate Result	Description
Chi Square	Small	1742,000	marginal
Significance	Small	0.000	marginal
CMIN/df	≥ 0,05	2,400	marginal
RMSEA	≤ 2,00	0,062	Good
GFI	≤ 0,08	0.768	marginal
AGFI	≥ 0,90	0.733	marginal
TLI	≥ 0,90	0.355	marginal
CFI	≥ 0,95	0.412	marginal

3.2. Hypotesis Test

Table 4. Signification Outer Test

|	Koef	P Value	Description
Patient satisfaction <--- service quality	1,009	***	Accepted
Patient satisfaction <--- Image of patient	-0,084	0,26	Not accepted
satisfaction <--- Loyality trust <--- Loyality			
patient satisfaction <--- Loyality service	0,238	0,005	Accepted
quality <--- Loyality image <--- Trust	0,33	***	Not accepted
	0,231	0,027	Accepted
	0,027	0,367	Not accepted
	0,083	0,015	Accepted

3.3. Mediation Test

Figure 5. Indirect effect of service quality on loyalty
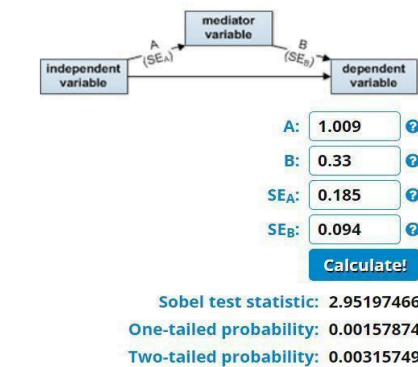
Based on the Sobel test, the Sobel test statistic value was > 1.96 or (2.951 > 1.96), so the effect of service quality on loyalty through patient satisfaction was significant. Based on the Sobel test, the Sobel test statistic value was > 1.96 or (2.951 > 1.96), so the effect of service quality on loyalty through patient satisfaction was significant.

Figure 6. Indirect effect of trust on loyalty
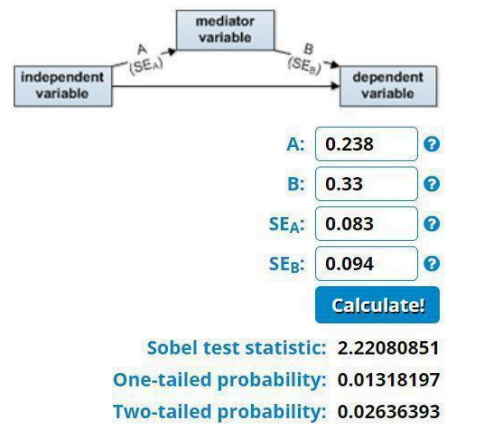
Based on the Sobel test, it was obtained that the Sobel test statistic value was < 1.96 or (2.220 > 1.96), so the effect of trust on loyalty through patient satisfaction was significant. The study examined several hypotheses regarding the impact of various factors on patient loyalty and satisfaction. Firstly, it was found that service quality has a significant and positive effect on patient loyalty, supported by a coefficient value of 0.231 and a p-value of 0.000. Similarly, service quality was also found to have a significant and positive effect on patient satisfaction, with the same coefficient value and p-value.

However, the hypotheses regarding the impact of image on patient loyalty and satisfaction were not supported. The study found no significant effect of image on patient loyalty, as indicated by a path coefficient value of 0.027 and a p-value of 0.367. Likewise, there was no significant effect of image on patient satisfaction, with a path coefficient value of -0.084 and a p-value of 0.26.

On the other hand, trust was found to have a significant and positive effect on both patient loyalty and satisfaction. The path coefficient value for trust and patient loyalty was 0.083, with a p-value of 0.015. For patient satisfaction, the path coefficient value for trust was 0.238, with a p-value of 0.005. Additionally, patient satisfaction was shown to have a significant and positive effect on patient loyalty, supported by a path coefficient value of 0.33 and a p-value of 0.000. Furthermore, the study explored the relationship between service quality, hospital image, trust, patient satisfaction, and patient loyalty. It was found that patient satisfaction mediated the relationship between service quality and loyalty and between trust and loyalty. The Sobel test confirmed these indirect effects. However, the image variable was not tested for mediation due to the absence of a direct relationship with other latent variables.

4. Conclusion

The study conducted at RSI PKU Muhammadiyah Tegal aimed to investigate the impact of service quality, image, and trust on patient loyalty and satisfaction. The findings revealed several important insights. Firstly, higher service quality was associated with increased patient loyalty and satisfaction. Patients who experienced better service quality at RSI PKU Muhammadiyah Tegal showed higher levels of loyalty and satisfaction. Secondly, the study did not find any significant effect of image on patient loyalty or satisfaction,

suggesting that the hospital's image did not play a significant role in influencing patient behavior. On the other hand, trust emerged as a significant factor in shaping patient loyalty and satisfaction. Patients who had greater trust in RSI PKU Muhammadiyah Tegal demonstrated higher levels of loyalty and satisfaction. Moreover, patient satisfaction was found to mediate the effects of service quality and patient trust on loyalty. These findings highlight the importance of providing high-quality services and fostering patient trust to enhance loyalty and satisfaction. However, it is important to note that image did not have a significant impact on patient satisfaction or loyalty in this particular study. Overall, the study emphasizes the significance of service quality and trust in shaping patient experiences and their subsequent loyalty to RSI PKU Muhammadiyah Tegal.

5. References

[1]   A. A. Mangkunegara and Anwar., "Mana-jemen Sumber Daya Manusia Perusa-haan.," p. 658, 1975, Accessed: Feb. 02, 2023. [Online]. Available: https://pustaka.pu.go.id/biblio/manajemen-sumber-daya-manusia-perusahaan/59BBE

[2]   L. J. Mumu, G. D. Kandou, and D. V Doda, "Analisis Faktor-Faktor Yang Berhubungan Dengan Kepuasan Pasien di Poliklinik Penyakit Dalam RSUP Prof . Dr . R . D . Kandou Manado," *J. Univ. Sam Ratulangi Manad.*, p. 1, 2015, Accessed: Feb. 02, 2023. [Online]. Available: https://ejournal.unsrat.ac.id/v3/index.php/jikmu/article/view/7460/7530

[3]   "Aplikasi analisis multivariate dengan program SPSS - Google Books." https://scholar.google.com/scholar?cluster=1433906373099353607&hl=en&oi=scholarr (accessed Feb. 02, 2023).

[4]   Sugiyono, "Metode penelitian kuantitatif, kualitatif dan R&D OPAC Perpustakaan Nasional RI.," *Bandung: Alfabeta*. p. 99, 2017. Accessed: Feb. 02, 2023. [Online]. Available: https://opac.perpusnas.go.id/DetailOpac.aspx?id=911046

[5]   P. Kotler and K. Keller Lane, *Manajemen pemasaran / Philip Kotler, Kevin Lane Keller ; alih bahasa, Benyamin Molan ; penyunting bahasa, Bambang Sarwiji*. 2009. Accessed: Feb. 02, 2023. [Online]. Available: https://opac.perpusnas.go.id/DetailOpac.aspx?id=946875

[6]   P. Kotler and G. Armstrong, "Principles of Marketing (12th Edition) (Principles of Marketing)," *Princ. Mark.*, p. Jilid 1, 2016, Accessed: Feb. 02, 2023. [Online]. Available: https://books.google.com/books/about/Principles_of_Marketing.html?hl=id&id=5FEfAQAAIAAJ

[7]   N. K. Malhotra, "Marketing research : an applied orientation," p. 856, Accessed: Feb. 02, 2023. [Online]. Available: https://books.google.com/books/about/Marketing_Research.html?hl=id&id=eANNwAEACAAJ

[8]   Ditama Binbangkum - BPK RI, "UU No. 44 Tahun 2009 tentang Rumah Sakit [JDIH BPK RI]," *JDIH BPK RI*, 2017. https://peraturan.bpk.go.id/Home/Details/38789 (accessed Feb. 02, 2023).

[9]   "Suliyanto: Ekonometrika terapan: teori dan aplikasi... - Google Scholar." https://scholar.google.com/scholar?cluster=3601403273910001182&hl=en&oi=schola

rr (accessed Feb. 02, 2023).

[10]   1968- Sutisna and M. F. Rakhmat, "Perilaku konsumen dan komunikasi pemasaran : Sutisna," p. 344, 2002, Accessed: Feb. 02, 2023. [Online]. Available: https://books.google.com/books/about/Perilaku_konsumen_komunikasi_pemasaran.ht ml?hl=id&id=HFontQEACAAJ

[11]   P. Kualitas Layanan Medis, K. Dan Kepuasan Terhadap Loyalitas Pasien Rawat Inap Rumah Sakit Pku Muhammadiyah Kebumen Kurnia Nur Rahmawati, and A. Hidayat, "PENGARUH KUALITAS LAYANAN MEDIS, KEPERCAYAAN DAN KEPUASAN TERHADAP LOYALITAS PASIEN RAWAT INAP RUMAH SAKIT PKU MUHAMMADIYAH KEBUMEN," Aug. 2018, Accessed: Feb. 02, 2023. [Online]. Available: https://dspace.uii.ac.id/handle/123456789/10254

[12]   C.-C. Wu, "The impact of hospital brand image on service quality, patient satisfaction and loyalty," *African J. Bus. Manag.*, vol. 5, no. 12, pp. 4873–4882, 2011, doi: 10.5897/AJBM10.1347.