

## THE EFFECT OF HOSPITAL REPUTATION AND QUALITY OF SERVICE ON PATIENT SATISFACTION (CIMAHI PRIVATE HOSPITAL)

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### ABSTRACT

#### Article Info

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This study was conducted on patients of Mitra Kasih Cimahi Hospital. The purpose of this study was to determine the influence of hospital reputation and service quality on patient satisfaction in Cimahi private hospital. The research method that will be used in this study is Survey Research. In this study the unit of analysis is the individual patient Cimahi Private Hospital. The sample in this study as many as 75 respondents. Sampling random sampling method is a sampling technique used in this study. The method of analysis using multiple linear regression analysis, in addition to testing the validity and reliability of research instruments. Based on the results showed that there is no direct relationship between the reputation of the hospital (X1) with patient satisfaction (Y). second, there is a relationship between the quality of Service (X2) with patient satisfaction (Y). Third, there is a simultaneous influence between the reputation of the hospital (X1) and quality of Service (X2) with patient satisfaction (Y).

Keywords: Patient Satisfaction, Service Quality, Reputation, Hospital

### 1. INTRODUCTION

Hospital is a health facility that organizes health service activities. The service activities provided include basic health efforts, referral health efforts and supporting health by paying attention to social functions. Hospitals can also be used for educational and training purposes as well as research, development of science and technology (Law Number 36 Year 2009, 2009).

The development of today's era makes people become more and more active in seeking information about health. The need for health affects people in choosing health facilities where people want the best service for themselves. One of them by checking himself to the hospital. There are also other health facilities such as clinics or doctor's practices. (Aswar, A. 2013).

Hospital business competition is currently increasingly competitive so that it changes the way people think in choosing and providing an assessment of health services. This is a demand for hospitals to pay more attention and improve services and satisfaction to patients, both outpatients and inpatients. To achieve this, hospitals must be able to utilize existing resources to be used in achieving goals, especially those related to improving service quality. Hospitals that are not qualified in providing services will be left behind and run over in business competition. (Irawan, 2017).

Service quality is an approach in running a business that tries to maximize the competitiveness of the organization through continuous improvement of products, workforce, processes and the environment. It requires a marketing work strategy that focuses on customers, guarantees satisfaction, teamwork and employee empowerment. (Tjiptono, 2014).

Based on a survey by BPJS Kesehatan in 2020 stated that 89.13% of respondents expressed satisfaction with outpatient services at hospitals. This number increased compared to the survey results in 2019 which was 86.48%. However, the number of respondents decreased, namely in 2020 there were as many as 13,167 people while in 2019 the respondents reached 36,672 people.

Service quality has a close relationship to patient satisfaction based on the regulation of the Minister of Health (2008) which states that one of the indicators of service quality is patient satisfaction. Hospital managers must be required to provide services with high quality health. Because in the MEA era where competition is increasingly open. If the hospital wants to compete, then the hospital must carry out Quality



of Life is directly proportional to Customer Satisfaction. Based on Diab's research (2013) states that to be competent, one must have advantages in the form of cost, flexibility and service. Data from the hospital complaint unit showed that the number of client complaints against incoming hospital services increased, namely in 2014 as many as 79, in 2015 as many as 131, in 2016 as many as 156, and in 2017 January-June as many as 75 complaints. With these complaints and the level of satisfaction from patients, it will affect the reputation of the hospital as a service provider for the community.

According to Supartingsih (2017) in his research stated that reputation is a decision and high trust to give respect and honor to the hospital. Good or bad in reputation can be influenced by past experiences by patients, someone's recommendations, media coverage of the hospital, and the public relations owned by the hospital. However, a company's reputation will decline when it fails to meet market requirements (Herbig, Milewicz and Golden, 1994).

Mitra Kasih Hospital is one of the private hospitals engaged in the health and medical sector, of course it requires a good assessment of the hospital so that it can have a good impact on service and patient satisfaction. The best service in meeting customer expectations and needs. In other words, excellent service is a service that meets predetermined quality standards (Freddy, 2017).

The number of outpatient polyclinic visits at Mitra Kasih Hospital in 2013 was 12,000 people, where the highest percentage of visits to the General Polyclinic was 21.62% and the most frequent complaints were obtained from patients who expressed dissatisfaction with outpatient services. To determine patient satisfaction with service quality, a preliminary survey was conducted by distributing questionnaires about customer satisfaction to 20 patients at Mitra Kasih Hospital, it was found that 12 (60%) patients were not satisfied with the services of Mitra Kasih Hospital. This condition is caused by nurses not all introducing themselves (sympathetic work culture), waiting time for services is relatively too long, registration services are not fast enough and doctors in providing services are too fast and do not provide explanations. And through the existing suggestion box, Based on the above background, the authors are interested in conducting research with the title "The Effect of Hospital Reputation and Service Quality on Patient Satisfaction (Cimahi Private Hospital)"

## **2. LITERATUR RIVIEW**

### **Definition of Management**

Management is a process to organize something that is done by a group of people or organizations to achieve the goals of the organization by working together to utilize the resources they have. Etymologically, the word management is taken from the ancient French language, namely "management" which means the art of organizing and implementing. Management can also be defined as an effort to plan, coordinate, organize, and control resources to achieve goals efficiently and effectively. Effective in this case is to achieve goals according to planning and efficiency to carry out work correctly and in an organized manner (Gesi, Rahmat and Fauziyah 2019)

### **Consumer behavior**

The needs and desires of consumers vary greatly and can change due to the factors that influence consumers in making purchases. Therefore, a marketer needs to understand consumer behavior so that the marketing activities carried out can run effectively and efficiently. Consumer behavior is the actions taken by individuals, groups or organizations related to the decision-making process in obtaining, using economic goods or services that can be influenced by the environment. Many factors influence consumer behavior in making purchasing decisions. These factors are largely uncontrollable by marketing, but it should be noted, (Subianto, 2007)

### **Loyalty**

Consumer loyalty is the behavior associated with the brand of a product, including the possibility of renewing the brand contract in the future, how likely is the customer to change their support for the brand, how likely is the customer's desire to increase the positive image of a product. Customer loyalty is the result of an initial trial of a product that is strengthened through satisfaction so that it will lead to repeat purchases. Repurchase by consumers of course will increase sales volume

which means it will increase company profits. This loyalty will be one of the goals that must be achieved by a company in maintaining its customers from the invasion of similar competitors.

With the success of building customer loyalty, the survival of the company will continue to survive in economic conditions that are experiencing uncertainty as it is today. the customers. Customers are one of the sources of the company's sustainability. Therefore, many companies maintain their market through customer loyalty development programs through customer satisfaction as a standard of assessment. Service companies should maintain service quality as the right strategy design in achieving the goal of maintaining customer loyalty and making customers always feel satisfied.

### **Reputation**

The perceived service quality of a product or service is closely related to the reputation associated with the brand name. This means that customers will only associate a product or service with its brand, and therefore the company's reputation can also be measured at the product or service level. The company's reputation directly forms customer confidence in the products or services of the company concerned so that it will influence customers in making choices. Basically, the company's reputation is an award obtained by the company because of the advantages that exist in the company, namely the capabilities possessed by the company so that the company will continue to be able to develop itself to continue to be able to create new things to meet consumer needs.

There are four dimensions of a company's reputation, including:

- a. Credibility, this factor includes several characteristics, namely positive feelings towards the company, admiring and respecting the company and trusting the company's business activities.
- b. Reliable, the characteristics of this dimension offer high quality products and services, the company is managed professionally, the company has quality products and services.
- c. reliability, This factor is related to the company's image to build a good image for consumers.
- d. Social responsibility, the characteristic is that the company always supports the goals of community activities, is responsible for the environment and always treats consumers better (Aryska, 2017).

### **Image**

Image is the total perception of an object that is formed by processing information from various sources over time. Image is defined as the impression obtained in accordance with one's knowledge and experience about something. There are three important things in the image, namely the impression of the object, the process of image formation, and reliable sources. Objects include individuals and companies consisting of a group of people in them. Images can be formed in processing information which does not rule out the possibility of an image on an object from receiving information every time (Parto Purba, 2017).

### **Marketing Mix**

The marketing mix describes the set of tools that management can use to influence sales. It can be concluded that the marketing mix describes management tools that can affect sales. The marketing mix includes products, prices, places, promotions that need to be carried out and well understood by the company in order to keep growing in a very tight competition. Marketing Mix is used by marketers so that their products can enter the target market or target market.

### **Society service**

Many community services consist of several fields, one of which is public service in the form of health. Getting community services is one of the mandatory requirements and rights of the Indonesian people in addition to getting education services and legal protection. Public health services are a sub-section of public services carried out by the government as a public service provider (Agustian, 2015). According to a growing survey in the community, it is stated that the quality of health services provided by the Indonesian government is still far below the standard word compared to the quality of health services in other developing countries.

### **Hospital**

The hospital is a continuation level of the puskesmas, this affects the quality of service. The hospital is an organization carried out by medical personnel who work in a professional manner that is

organized both from permanent medical facilities and infrastructure, continuous nursing care, diagnosis and treatment of diseases suffered by patients. Hospitals are not only for health in small areas such as sub-districts, but in a wider scope such as cities or districts (Agustian, 2015). A person who comes for treatment at the hospital has high expectations of the health services provided. Because people think that the quality of hospital services must be quality with the support of facilities, human resources in hospitals are better able to cope with their health problems (Supartiningsih, 2017). The functions of hospitals according to the Indonesian Ministry of Health (1993) are as follows:

- a. Provide and organize medical services, medical support services, nursing services, rehabilitation services and prevention and improvement of health.
- b. As a place of education and training for medical and paramedical personnel
- c. As a place of training and development of science and technology, especially in the health sector.

### **Patient**

Patients are people who have physical or mental weakness, surrender their supervision and care, receive and follow the treatment prescribed by health workers proposed by Prabowo (in Wilhamda, 2011). Meanwhile (Aditama, 2002) argues that patients are those who are treated at the hospital. According to (Soejadi, 1996) the patient is the most important individual in the hospital. Based on the opinions of the experts above, it can be concluded that the patient is a person who has physical or mental weakness, submits supervision and care, receives and follows the treatment prescribed by health workers or medical professionals who are treated at the hospital.

### **Hospital Reputation**

The public service industry is also inseparable from competition between actors, namely hospitals. Various existing hospitals seek to gain public trust by providing efficient and quality services. Regional public hospitals are one part of the existing service industry, unfortunately the image of regional hospitals in the eyes of the public is not good compared to private hospital health services (Supartiningsih, 2017)

In Anggraeny & Madiun, (2018) it is stated that there are several aspects in shaping a company's reputation, including financial capability, product and service quality, focus on customers, excellence and sensitivity of human resources, reliability, innovation, environmental responsibility, social responsibility, and enforcement of good corporate governance (GCG).

### **Definition of Satisfaction**

Satisfaction is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of a product or result against their expectations. If performance fails to meet expectations, customers will not be satisfied (Anggraeny & Madiun, 2018). Service satisfaction is a form of consumer assessment of the level of service received with the level of service expected. If the service received or perceived is as expected, then the service quality is perceived as good and satisfactory (Sumarsono et al., 2019). Customer satisfaction is a customer fulfillment response to a product or service itself that has met customer needs and expectations (Richard Oliver in Zeithaml, et al 2018).

### **Patient Satisfaction**

In the pattern of social interaction, the patient's perception plays a very important role in describing the level of patient satisfaction with hospital services. Based on this perception, the patient's impression of the hospital arises, which can then be referred to as the quality of hospital services. The impression obtained is built on the perception of each related individual (Supartiningsih, 2017). Good service quality is not only measured by the luxury of facilities, completeness of technology and physical appearance, but also from the attitude and behavior of employees who must reflect professionalism and have a high commitment. In practice, a patient satisfaction survey was conducted to improve the hospital environment, patient facilities, and facilities in the context of consumerism.

### **Patient Loyalty**

Loyalty is an asset of a brand that shows the high value of loyalty, because to build it there are many challenges that must be faced and it takes a very long time. Loyalty building will provide great benefits for the company. Loyalty will be the key to success, not only in the short term but sustainable competitive advantage. Efforts by service providers to provide quality services in order to form trust, a positive image, and provide satisfaction to patients. The final estuary of quality service efforts is the creation of loyalty. In a loyalty hospital business environment, good word of mouth is expected. This communication, the customer will convey good things to others and recommend to other prospective customers.(Isfan and Yulianti, 2019).

## **3. Research Methods**

### **Types of Research**

This type of research includes the type of survey research. The researcher uses a survey research type because the research is conducted on a fairly large population, but the data studied are data from samples taken from the population, so that the relative occurrences of distribution and relationships between sociological and psychological variables are found. This study aims to determine the effect of hospital reputation and service quality on consumer loyalty through customer satisfaction.

### **Unit of Analysis**

The unit of analysis is the unit that will be used to describe or describe the characteristics of a larger collection of objects(S. Soedibjo, 2013:50). In this study, the unit of analysis is the individual, namely the patient of the Cimahi Private Hospital

### **Population**

The population in this study were all patients at the Cimahi Private Hospital. This population is heterogeneous which can be seen from the diversity of age, gender, and education. The number of samples in this study amounted to 75 patients from a total of 300 patients. Because the population has a relatively homogeneous nature so that data acquisition has the same opportunity, the determination of the sample is used by the sample random sampling method in a random way

### **Sample**

Sample is part of the population. The sample contains subjects or members selected from the population(Soedibjo 2013:125). The sample in this study used the Yamane . formula(S. Soedibjo, 2013:141)with 5% precision and accuracy. Based on the calculation results, it was found that the sample in this study was 129 people.

### **Data source**

In this study, the data collection method used primary data and secondary data.

1. Primary data

Primary data is a data source that directly provides data to data collectors (Sugiyono, 2017:137). In this study the primary data source is a questionnaire. Questionnaires or questionnaires are data collection techniques that are carried out by giving a set of questions or written statements to respondents to answer (Sugiyono, 2017:142).

2. Secondary Data

Secondary data is a source that does not directly provide data to data collectors (Sugiyono, 2017:137). In this study, the secondary data sources are articles, journals, and sites on the internet related to the research conducted.

## **4. Results and Discussion**

### **Respondent Profile**

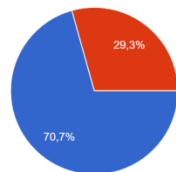
Research data retrieval Mitra Kasih Cimahi Hospital using a questionnaire measurement instrument. This questionnaire consists of multi-level choice questions and answers in the form of a Likert scale consisting of “Strongly Disagree”, “Disagree”, “Agree”, and “Strongly Agree”. The total number of questions for respondents is 30 items.

From a brief overview of the identities of 75 respondents, 70.7% of respondents are women while 29.3% are men. The age of the most respondents was 41-50 years old, ie 28%, while the age of the

fewest respondents was less than 20 years old. The education of the majority of the respondents is D4/S1 which is 28%, while 5.2% is junior and elementary school education. Most Main Jobs are Private Employees by 54.7%. The following is a pie chart of the respondent's identity.

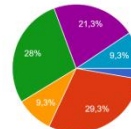
**Gender**

GENDER  
75 jawaban



● Perempuan  
● Laki-Laki

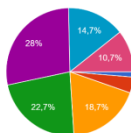
UMUR  
75 jawaban



● ≤ 20 Tahun  
● 21-30 Tahun  
● 31-40 Tahun  
● 41-50 Tahun  
● 51-60 Tahun  
● ≥ 60 Tahun

**Age**

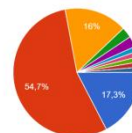
Pendidikan Terakhir  
75 jawaban



● SD  
● SMP  
● SMA  
● D1-D3  
● D4/S1  
● S2  
● S3

**Last education**

Pekerjaan Utama  
75 jawaban



● PNS/TNIP/POLRI  
● Karyawan Swasta  
● Wiraswasta  
● Pelajar/Mahasiswa  
● Ibu Rumah Tangga  
● belum bekerja  
● Dosen  
● Wirausaha

**The main job**

**Validity and Reliability Test**

**Validity test**

The results of the validity test can be seen in the following table:

**Table 1. Pearson Hospital Reputation Validity Test**

No Item	Rcount	rtable 5% (75)	Sig.	Criteria
X1a	0.436	0.227	0.000	Valid
X1b	0.597	0.227	0.000	Valid
X1c	0.471	0.227	0.000	Valid
X1d	0.434	0.227	0.000	Valid
X1e	0.338	0.227	0.003	Valid
X1f	0.506	0.227	0.000	Valid
X1g	0.510	0.227	0.000	Valid
X1h	0.548	0.227	0.000	Valid
X1i	0.410	0.227	0.000	Valid
X1j	0.558	0.227	0.000	Valid

Source: Data Processing via IBM SPSS 28

**Table 2. Pearson Validity Test Results Service Quality**

No Item	Rcount	rtable 5% (75)	Sig.	Criteria
X2a	0.476	0.227	0.000	Valid
X2b	0.586	0.227	0.000	Valid
X2c	0.375	0.227	0.000	Valid
X2d	0.454	0.227	0.000	Valid

X2e	0.474	0.227	0.000	Valid
X2f	0.420	0.227	0.000	Valid
X2g	0.402	0.227	0.000	Valid
X2h	0.520	0.227	0.000	Valid
X2i	0.574	0.227	0.000	Valid
X2j	0.405	0.227	0.000	Valid
X2k	0.423	0.227	0.000	Valid
X2l	0.530	0.227	0.000	Valid

Source: Data Processing via IBM SPSS 28

Table 3. Hospital Service Quality Recapitulation (X2) (Continued)

	Doctor's Skills	X2.g	251
	Nurse Skills	X2.h	256
	Other Officer Skills	X2.i	262
	Doctor On-time	X2.j	236
	On-time Nurse	X2.k	252
	Alert Officer	X2.l	248
	<b>Amount</b>		3022
	<b>Average</b>		251.83

Based on the results of the Hospital Service Quality Recapitulation in Table 4.14, an average of 251.83 is obtained, which is in the range of 187.5-262.4 so it can be concluded that the average patient agrees with the researcher's questions. This shows that the quality of hospital services has met the researchers' criteria. In addition to looking at the total value, the researchers also ranked indicators from those that made the biggest contribution to the quality of hospital services to the smallest indicator. The following rankings are displayed via a graph:



Based on the graph in Figure 4.8 shows the question of Facility & Infrastructure Security providing the largest contribution with a total of 268 points, it can be seen that the security of facilities & infrastructure is a key influence on all services at Mitra Kasih Cimahi Hospital. Then followed by the Expertise of Other Officers, BPJS Guarantee, until the lowest contribution of influence is on the On-time Doctor, which is 236 points.

After looking at the effect of the indicators of each variable, both the independent variable is Hospital Service Quality (X2) and the dependent variable is Patient Satisfaction (Y). Now the core part of this sub-chapter 4.2 is to see whether there is an influence between the Quality of Hospital Service (X2) on Patient Satisfaction (Y) by looking at the t-test that has been carried out in sub-chapter 4.2 regarding Multiple Linear Regression Analysis. In the t-test, it can be seen that the significance has a value of  $0.000 < 0.05$  and the t-count value is  $5.980 > t\text{-table } 1.993$ , so it can be concluded that H2 is accepted which means that there is an effect of Service Quality on Patient Satisfaction.

According to the Deputy Director of the Mitra Kasih Cimahi Hospital, the cause of the quality of Mitra Kasih Cimahi's services so that it affects patient satisfaction is if the hospital runs services in accordance with Law number 25 of 2009 concerning Public Services. So it will indirectly increase patient satisfaction, because Article 18 states that the public has the right to know the truth of the contents of service standards, secondly overseeing the implementation of service standards, and thirdly getting responses to complaints submitted. The Deputy Director of Mitra Kasih Cimahi Hospital also said that if the quality and quality of the hospital was improved, there would be a fairly good increase in satisfaction.

To support data outside the Operational Research Variables listed in point 3.2.4. Researchers collect descriptions of criticism & suggestions on the questionnaire, these criticisms & suggestions are optional in which respondents are given the choice to fill out or not. This description of criticism & suggestions is very necessary to convey aspirations indirectly through the researcher, if it has not been listed in the Operational Research Variable.

From 75 respondents, 41 respondents gave indirect criticism & suggestions to the researcher. The researcher underlines the important criticisms & suggestions, most of which are regarding the cleanliness of the toilets, where 5 respondents said to always pay attention to the cleanliness of the toilets, especially the toilets for patients in the lobby which is crowded with patients. Then 3 people complained about long queues, the priority of the disease must be considered again based on age, disease, and gender. 2 people said that there should be more payment options so that they can pay without a card for the lower middle class. Lastly, increasing public facilities for patients and stabilizing BPJS registration, especially patients who register online so as not to re-register offline at the hospital.

Regarding BPJS registration which has not prioritized queues, especially elderly patients and regarding online BPJS registration which is not yet stable. The researcher has contacted the deputy director of the Mitra Kasih Cimahi Hospital, he said he would promise to add facilities and infrastructure and improve the system so that health services, especially in the registration section, run well. As for reports from patients that the hospital toilets are not clean, he stated that he has always maintained regular hygiene in the toilets. He said that the toilets that were not kept clean came from the influence of external factors because patients could not keep their toilets clean.

Although there is no guarantee in hospital public services and patient handling, the implementation of hospital services and operations is in accordance with SOPs and we are subject to the law on public and hospital services. For health insurance coverage, BPJS Kesehatan is available, contractors, and through individuals. The Deputy Director who also has a profession as a doctor said that the public service policy at Mitra Kasih Cimahi Hospital was in accordance with the Law on Hospitals number 25 of 2009 and the Law on Hospitals of 44 of 2009.

Health service procedures such as hospitalization can be seen on the Mitra Kasih Cimahi Hospital website. For outpatients, they can actually carry out procedures such as registration, patients get services, then the completion of outpatient administration. The tariff is also in accordance with hospitals in other Cimahi City areas. Finally, he added that patient complaints can be made directly at



the customer service department to file the complaint. Online there are also WA barcodes for complaints, as well as WA groups. Of course it can be responded more quickly.

## 5. CONCLUSIONS

Based on data analysis using Multiple Linear Regression and Descriptive Statistics. Can be concluded that:

1. First, there is no direct relationship between Hospital Reputation (X1) and Patient Satisfaction (Y). Second, there is a relationship between Service Quality (X2) and Patient Satisfaction (Y). Third, there is a simultaneous influence between Hospital Reputation (X1) and Service Quality (X2) with patient satisfaction (Y).
2. The Mitra Kasih Cimahi Hospital is improving services by adding facilities & infrastructure and improving existing facilities & infrastructure. The hospital also opens a complaint hotline at the customer service section directly and online via the WA barcode or WA group.

To improve the quality of service, Mitra Kasih Cimahi Hospital should improve BPJS health insurance registration so that online registrants do not need to re-register

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