Hospital Patient Loyalty: In terms of Brand Image, Service Quality, Patient Satisfaction, and Trust

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Abstract— **The success of a hospital if it has loyal patients. Patient loyalty depends on the brand image of the hospital, the quality of service to patients, patient satisfaction, and patient trust in the hospital. This study aims to determine whether there is a relationship between brand image, service quality, satisfaction, and patient trust on patient loyalty. This type of research is analytic observational research with a cross-sectional approach. Samples were taken by accidental sampling with a total of 156 patients. The results showed that there was a relationship between brand image, service quality, satisfaction, and patient trust on patient loyalty.**

Keywords—patient loyalty, brand image, service quality, patient satisfaction, trust.

I. INTRODUCTION

The goal of health development is basically to create a healthy Indonesia which contains the hope that the Indonesian population will have the ability to reach quality, fair, and equitable health services. To realize these goals, various efforts have been carried out so that there is an increase in the degree of public health.

However, there are several facts that quality, fair, and equitable health services are still far from the expectations of the community. The quality of health services in Indonesia is influenced by 3 (three) major changes that provide challenges and opportunities. The changes are; (1) limited resources; (2) there is a decentralization policy; and (3) developing awareness of the importance of quality (quality awareness) in health services. This record is expected to become the government's attention in improving services in all hospitals in Indonesia.

Several surveys of patient satisfaction with hospital services contain complaints, suggestions, and from several letters from media readers. Patient complaints are about the presence of officers who are not professional in providing services. It must be admitted that until now the health service system in government hospitals in Indonesia is still very poor [1]. The indicator can be seen from medical personnel and hospital management who have not provided full and transparent patient rights [2]. In addition, there are still complaints from patients about nurses who are unfriendly and indifferent to their patients' complaints, doctors are often late in coming, hospital leaders often ignore minor things that their patients need [2]. The world of health in Indonesia is currently experiencing a transition period from a fully social institution to a business institution, so that hospitals are often referred to as socio-economic institutions [3]. This is of course a polemic in itself for the hospital as a social institution that is faced with an economic situation, even though it is imperative that hospitals continue to prioritize social aspects rather than financial aspects [4].

In 2014 the government has made improvements to health services by launching the National Health Insurance program, as an effort to increase access to health services [5]. In order to create optimal quality of hospital services in government hospitals, the BPJS (Social Security Administering Body) for Health as an Indonesian government health institution strives to continue to encourage the improvement of the quality of health services, the emphasis is on improving infrastructure and health facilities [6]. The data shows that in 2014 the total loss to the state of Indonesia due to the large number of patients going abroad for treatment was Rp. 100 trillion with the number of patients as many as 12,000 people per year per year until 2014 [7]. This is due to the not optimal quality of health services in the country (Indonesia), the reason for the large number of Indonesians besides the lack of adequate health facilities and less than optimal services, other reasons so that many Indonesian patients seek medical treatment abroad because they think that Indonesian health workers are often wrong. in diagnosing [8]. so that many patients who come from Indonesia seek treatment abroad, one of which is in Malaysia [9].

In order to realize a good government hospital management system, good and measurable management approaches can be a solution. In the midst of intense competition with private hospitals, increasing patient loyalty through improving service quality also plays an important role, because the success of a service provider is inseparable from a good relationship with its customers, in this case the patient [11], apart from that quality Good service will certainly increase satisfaction [11][12], so that patients feel comfortable in seeking treatment and complaints can be resolved and of course will have an impact on the image of the government hospital itself [13][14]. Objectively, the purpose of this study is to analyze patient loyalty in terms of hospital image, service quality, patient satisfaction, and patient trust in the hospital in Surakarta. It is hoped that this research can become an aspect in the consideration in order to realize the quality of health services at the Surakarta City hospital.

II. METHOD

The research was conducted at a type B hospital in the city of Surakarta. This type of research is a quantitative study, with a cross sectional approach. The variables in this study include independent variables, including: Brand Image, Service Quality, Satisfaction, and Patient Trust. Dependent variable: patient loyalty.

The number of samples of patients was 156 people, taken by accidental sampling, and were selected based on the following criteria:

a. Patients who at the time of data collection were registered as both inpatients and outpatients with at least 3 visits to the hospital to get health services.

b. Male and female patients aged 17 years were enrolled in VIP class rooms, one, two and three, except the pediatric care unit.

c. The patient is conscious and willing to answer the questions in this study.

The data were collected using a closed questionnaire which previously tested the validity and reliability. To determine the relationship between the independent variable and the defined variable, a chi-square statistical test was performed.

The validity and reliability test used a sample of 30 respondents with a significance level of 5% (0.05), the results are as follows:

Table 1. Validity Test of Question Items.

Question Item	Corrected Item - Total Correlation	r Table	Information
Brand Image 1	0,383	0,361	Valid
Brand Image 2	0,468	0,361	Valid
Brand Image 3	0,420	0,361	Valid
Brand Image 4	0,535	0,361	Valid
Brand Image 5	0,374	0,361	Valid
Brand Image 6	0,60	0,361	Valid
Brand Image 7	0,524	0,361	Valid
Brand Image 8	0,319	0,361	Valid
Brand Image 9	0,488	0,361	Valid
Service Quality 1	0,591	0,361	Valid
Service Quality 2	0,609	0,361	Valid
Service Quality 3	0,622	0,361	Valid
Service Quality 4	0,530	0,361	Valid
Service Quality 5	0,362	0,361	Valid
Service Quality 6	0,399	0,361	Valid
Service Quality 7	0,452	0,361	Valid
Service Quality 8	0,867	0,361	Valid
Service Quality 9	0,680	0,361	Valid
Satisfaction 1	0,682	0,361	Valid
Satisfaction 2	0,422	0,361	Valid
Satisfaction 3	0,378	0,361	Valid
Satisfaction 4	0,368	0,361	Valid
Satisfaction 5	0,433	0,361	Valid
Satisfaction 6	0,370	0,361	Valid
Satisfaction 7	0,789	0,361	Valid
Satisfaction 8	0,652	0,361	Valid
Satisfaction 9	0,642	0,361	Valid
Trust 1	0,560	0,361	Valid
Trust 2	0,431	0,361	Valid
Trust 3	0,488	0,361	Valid
Trust 4	0,441	0,361	Valid
Trust 5	0,542	0,361	Valid
Trust 6	0,626	0,361	Valid
Trust 7	0,434	0,361	Valid
Trust 8	0,514	0,361	Valid
Trust 9	0,591	0,361	Valid
Loyalty 1	0,609	0,361	Valid
Loyalty 2	0,622	0,361	Valid
Loyalty 3	0,433	0,361	Valid
Loyalty 4	0,370	0,361	Valid
Loyalty 5	0,789	0,361	Valid
Loyalty 6	0,488	0,361	Valid
Loyalty 7	0,420	0,361	Valid
Loyalty 8	0,374	0,361	Valid
Loyalty 9	0,535	0,361	Valid

The table above shows all valid question items.

Table 2. Questionnaire Reliability Test

Questioner	Cronbach's Alpha	Information
Brand Image	0,821	Reliable
Service Quality	0,921	Reliable
Satisfaction	0,828	Reliable
Trust	0,864	Reliable
Loyalty	0,842	Reliable

The table above shows that the results of the questionnaire reliability test show that the questionnaire is reliable, so it can be used in retrieval of research data.

III. RESULT

A. Characteristics of Respondents

Patient characteristics by age can be seen in the following table:

Table 3. Characteristics of Respondents by Age

Age	Number of Respondents	Percentage
≤ 20	20	12.82 %
21-30	37	23.72 %
31-40	26	16.67 %
41-50	45	28.85 %
≥ 51	28	17.95 %
Total	156	100 %

The table above shows that there were 20 patients aged less than 20 years old who became hospital patients or 12.82%, 37 people aged 21-30 years (23.72%), 26 patients aged 31-40 years. people (16.67%), patients aged 41 - 50 years were 45 people (28.85%), patients aged 51 years and over were 28 people (17.95%). Productive age is 21 - 50 years. Among those productive ages, the highest number of patients was at the age of 41 - 50 years, namely 71 people (23.99%). Looking at the age composition of the most patients who came to the hospital were dominated by patients aged 41-50 years. These results indicate that increasing age affects a person to use health services, especially hospitals because increasing age tends to show a decline in health.

Patient characteristics based on gender can be seen in the following table:

Table 4. Characteristics of Respondents by Gender

Gander	Number of Respondents	Percentage
Man	65	41.67 %
Woman	91	58.33 %
Total	156.00	100 %

The table above shows that there were 65 male respondents (41.67%) and 91 female respondents (58.33%).

Patient characteristics based on their level of education can be seen in the following table:

Table 5. Characteristics of Respondents based on Education Level

Level of education	Number of Respondents	Percentage
Primary school	8	5.13 %
Junior high school	21	13.46 %
Senior High School	82	52.56 %
College	45	28.85 %
Total	156	100 %

The table above shows that there are 8 patients with primary school education (5.13%), 21 people with junior high school education (13.46%). Furthermore, the most patient education was senior high school, amounting to 82 people (52.56%). Patients with higher education level are 45 people (28,85).

Characteristics of respondents based on their work can be seen in the following table:

Table 6. Characteristics of Respondents by Occupation

Profession	Number of Respondents	Percentage
Government employees	57	36.54 %
Private employees	52	33.33 %
Entrepreneur	27	17.31 %
Others	20	12.82 %
Total	156	100.00 %

Based on the characteristics of the job, patients with civil servant jobs were 57 people (36.54%), patients who were private employees were 52 people (33.33%), patients with entrepreneurial jobs were 27 people (17.31%), and patients who were have jobs with other categories of 20 people (12.82%).

Characteristics of Respondents Based on Funding Sources, can be seen in the following table:

Table 7. Characteristics of Respondents by Source of Health Costs

Source of Health Costs	Number of Respondents	Percentage
Government Insurance	92	58.97 %
Private insurance	38	24.36 %
Independent Fee	26	16.67 %
Total	156	100 %

Based on the source of hospital service fees, it states that patients with government insurance are 92 people (358.97%), patients whose sources of funding are from private insurance are 38 people (24.34%), and self-financing patients are 26 people (16, 67%).

B. Relationship Test

To see whether there is a relationship between the independent variable (brand image, service quality, satisfaction, and patient trust) and the dependent variable (patient loyalty), a chi-square test was performed. The results can be seen in the following table:

Table 8. Chi-Square Test Table

The relationship between variables	p-value
The relationship between hospital brand image and patient loyalty	0,045
The relationship between the quality of hospital services for patients with patient loyalty	0,001
The relationship between patient satisfaction and patient loyalty	0,006
The relationship between patient trust and patient loyalty	0,005

The table above shows that the probability value of all variables is less than 0.05 ($p < 0.05$). These results state that there is a significant relationship between brand image, service quality, satisfaction, and patient trust and patient loyalty.

The quality of service to patient loyalty has a close relationship. Information from patients, they admit that if the quality of service is felt to be satisfactory, it will affect their subsequent behavior. Most of the patients who became respondents had come to the hospital more than once. This means that there is a desire from the patient to come back to the hospital if they have to do another medical check-up. The assessment of the environmental aspects of the hospital shows that the hospital always maintains cleanliness, tidiness, and comfort. Regarding cleanliness, the hospital schedules cleaning once a day, both for the ward and for the bathroom. From the aspect of service personalization and accessibility, the hospital does not provide information on the illness suffered by patients to unauthorized parties, in other words the hospital maintains the confidentiality of the patient's illness, and this is in line with the medical personnel / doctor code of ethics. The influence of hospital image on patient loyalty is acceptable. This shows the image of a hospital that has an important role in patient loyalty. A positive vision in a hospital must of course be accompanied by a good quality of service and an adequate level of economic capacity so that patients will come back to the hospital.

This good image is supported by the hospital to maintain its confidence in providing perfect services to patients, such as providing complete service facilities, providing familiar services to patients, trying to get awards from outside parties by constantly improving the performance of hospital management. The behavioral aspect of pricing states that most patients judge that patients can easily and little effort in obtaining services from the hospital. In terms of price based on value for money, the cost of care set by the hospital in each class is relatively affordable by the economic capacity of the patient, the hospital also continues to provide services according to service standards. For patients who are less fortunate and have insurance from the government, free care is provided. Most of the respondents were satisfied with the quality of hospital services. Patient satisfaction is assessed from several aspects such as the availability of expert doctors and nurses. The existence of doctors and nurses is supported by the availability of adequate medical facilities so that it can be concluded that the quality of service received by patients can provide value, image and satisfaction so as to create patient loyalty to the hospital.

The public still has confidence in government hospitals to carry out treatment or re-treatment and convey positive things to other parties because government hospitals can provide reasonable rates according to the patient's condition. Therefore, with patient satisfaction, the patient will be loyal. Will voluntarily convey positive things about the hospital to others. It's a powerful, no-cost promotion.

IV. CONCLUSION

The hospital has put forward the quality of service. The quality of hospital services has shown the services that patients can receive. The image of the hospital will appear after the hospital carries out its activities or carries out its services, and this service is felt by the patient. The quality of hospital services must be improved because it will increase patient confidence. Patient trust in the quality of hospital services that meets expectations will make patients feel satisfied, so this will affect patient loyalty.

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