

## Analysis of the Impact of Company Image and Service Quality on Patient Loyalty Through Patient Satisfaction as Intervening Variables

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### Abstract

*Pratama Avionic Clinic Singaparna is a primary clinic in Singaparna that has complete facilities, quality services, doctors who are reliable and fast in handling patients. However, under current conditions, the level of patient loyalty is still low. Through this research, it is expected to obtain empirical evidence that can be used for future business development. Company image, and services quality on patient loyalty through patient satisfaction as an intervening variable is the study in this case. The research method used is descriptive analysis and verification through questionnaires distributed to 97 patients at the Pratama Avionic Clinic Singaparna using purposive random sampling. The data collected were analyzed using the statistical tool Structural Equation Modeling with Computer Software SmartPLS version 3.2.9. The results showed that corporate image and services quality through patient satisfaction as a mediating variable had a greater effect than the direct effect of corporate image and service quality on patient loyalty.*

### Keywords:

*Corporate Image, Services Quality, Patient Loyalty, Patient Satisfaction*

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## INTRODUCTION

One form of company engaged in the health sector is the hospital business. The hospital business is the same as other businesses facing competitive competition because of the open market policy in the medical service industry (Kim et al., 2008). With a fairly high population growth, it will encourage an increase in demand for public services. Therefore, the health service sector has changed its orientation towards satisfying customer services. Health service businesses, both hospitals and clinics, will try to build the right marketing strategy by providing quality services so that customer satisfaction occurs and a good corporate image so that customer loyalty occurs to use the company's services on an ongoing basis.

Health is the most important investment for the whole society because everyone needs health services from all levels without exception. Investments made by the community so that they can carry out their activities properly in accordance with their respective roles in social life, both personally and family. It is not

impossible that with the disruption of health, all assets and wealth owned will be used up just to get health services.

With so many competitors, Avionic Pratama Clinic is required to provide the best service to retain its customers. One way to win the competition is to improve the quality of service, the image of the company so that patient satisfaction occurs and there will be patient loyalty to the company.

Corporate image is a company's intangible assets (intangible assets) which are very valuable owned by the company. As stated by Porter that a positive company image will be a competitive advantage for the company (Porter & Claycomb, 1997). Then Bloemer also stated that a company that has a good image will be able to increase customer loyalty to interest in buying back the products or services it has received. (Bloemer et al., 1998); (Da Silva & Syed Alwi, 2008); and (Lai et al., 2009)). Likewise in the health sector, the image of a good hospital as a good company or primary clinic will have a good influence with the number of patients who have used their services to return if there is a health problem or recommend to friends and other people.

The implementation of quality services is a comparison of what is expected by consumers with the service received by consumers after making a purchase (Parasuraman, A., Zeithaml, V. A., & Berry, 1988). This thinking is a development of the concept of measuring satisfaction based on technical quality and functional quality (Kang & James, 2004).

Company image and patient satisfaction are important factors for companies affecting real loyalty to repurchase and recommend it. Customer loyalty is a deep commitment to repurchase and re-service a product in the future, which leads to the purchase of the same brand or set of the same brands, regardless of the involvement of situational factors and marketing efforts that have the potential to cause brand switching behavior. Research conducted by (Nafisa & Sukresna, 2018) in Research conducted by (Wan, 2011) on "The Influence of Service Quality Perceived by Patients, Patient Satisfaction and Patient Loyalty in Private Health Care in India", the study found that the relationship between service providers, quality of facilities, and interactions with support staff had a positive effect on patient loyalty.

Research that has been done by previous researchers related to image and imaging (Wulur et al., 2020); (Sriani et al., 2019); (Ardiyanto & Tabrani, 2019); (Hidajahningtyas et al., 2013); (Wu, 2011); and (Kim., 2008)) that focus on imaging from the hospital.

Quality services are related to revenue, cost efficiency and other market share. Characteristics in quality services will be in the form of performance achievement, the provision of products and services provided by service and product providers (Hee et al., 2016).

In addition to influencing perceptions of service quality, company image also affects satisfaction. (Andreassen & Lindestad, 1998) stated that the company's image (brand image) is one of the factors that affect satisfaction. Satisfaction is a feeling of pleasure or disappointment after someone compares the performance

(outcome) of the product thought to the expected performance (or result). (Kotler, 2005).

The distinguishing factor of current research with previous research is that the object of previous research was carried out in hospitals, while research with research objects in pratama clinics was rarely carried out, therefore researchers conducted research with research objects carried out at the Avionic Pratama Clinic Singaparna.

## **METHOD**

To obtain data, this study used a cross-sectional type of study, in which data were collected once during the research process through questionnaires distributed to respondents. In addition, this research is included in the category of correlational study, that is, this research is to describe the important variables related to the problems that arise in the study. (Sekaran and Bougie, 2010). In the correlational study, the research is carried out on the object of research as it is with minimal interference from the researcher, where the researcher only obtains data from the questionnaire used to test the hypothesis.

The sample in this study used the Slovin formula with a standard error of 10%, with a population of patient data taken in 2021 as many as 4513 patients so that a sample of 97 respondents was obtained.

The analytical method used to test the verification hypothesis in this study is the Structural Equation Modeling method with the Partial Least Square (PLS SEM) approach. PLS SEM is a statistical technique for testing and estimating causal relationships by integrating factor analysis and path analysis (Wright, 1921 dalam Jogyanto 2011). Furthermore, in Jogyanto (2011) it is stated that SEM is a development of the general lineal model (GLM) with multiple regression as its main part, but SEM is more reliable, illustrative and more robust than regression techniques when modeling interactions, non-linearity, measurement error, correlation error. terms, and the correlation between multiple latent variables, each of which is measured by multiple variables with one or more dependent latent variables with multiple indicators.

*Structural Equation Modeling is an appropriate analytical method in analyzing this multivariate. The variables used in this study are image, patient satisfaction, service quality and patient loyalty.*

*Image, patient satisfaction, service quality and patient loyalty cannot be measured directly, so researchers must use several indicators in the form of questions in a questionnaire questionnaire.*

*Then Structural Equation Modeling is also able to test complex data with many variables simultaneously. SEM can analyze with one time can perform factor, regression, and path analysis at once.*

As explained by Ghozali (2015) that:

- 1) Reflective measurement model, indicators are seen as variables that are influenced by latent variables, the relationship between indicators and

constructs is expressed by the direction of the relationship from constructs to indicators.

- 2) The formative measurement model, the indicator is seen as a variable that affects the latent variable, if one indicator increases, it does not have to be followed by an increase in other indicators in one construct, but will clearly increase the latent variable.

The advantages of PLS are that it can analyze as well as constructs that are formed with reflective indicators and formative indicators. In addition to flexibility and algorithms, size dimensions are not a problem, can analyze with many indicators, the data sample does not have to be large. There are two sub models, namely :

- 1) *The outer model specifies the relationship between latent variables and their manifest indicators or variables (measurement model).*
- 2) *Inner model that specifies the relationship between latent variables (structural model).*

## RESULTS AND DISCUSSION

### RESEARCH RESULT

Based on the test results of the Inner Model (structural model) which includes the output of r-square, parameter coefficients and t-statistics. To see whether a hypothesis can be accepted or rejected, among others, by paying attention to the significance value between constructs, t-statistics, and p-values. This hypothesis testing was carried out with the help of SmartPLS (Partial Least Square) software. These values can be seen from the bootstrapping results. The rule of thumb used in this study is t-statistics

> 1.96 with a significance level of p-value 0.05(5%). The value of testing the hypothesis of this study can be shown in Table 1, Table 2 and the results of this research model can be depicted in Figure 1.

**Table 1: Results of Direct Effect**

	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistic ( O/STDEV )	P Values
X1 -> Y	0.615	0.617	0.077	7.984	<b>0.000</b>
X1 -> Z	0.213	0.221	0.075	2.848	<b>0.005</b>
X2 -> Y	0.292	0.293	0.083	3.505	<b>0.000</b>
X2 -> Z	0.284	0.281	0.042	6.744	<b>0.000</b>
Y -> Z	0.962	0.956	0.076	12.678	<b>0.000</b>

Source: Primary Data Processed, 2022

**Table 2: Results of Indirect Effect**

	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistic ( O/STDEV )	P Values
X1 -> Y -> Z	0.591	0.589	0.082	7.171	<b>0.000</b>
X2 -> Y -> Z	0.281	0.281	0.085	3.318	<b>0.001</b>

Source: Primary Data Processed, 2022

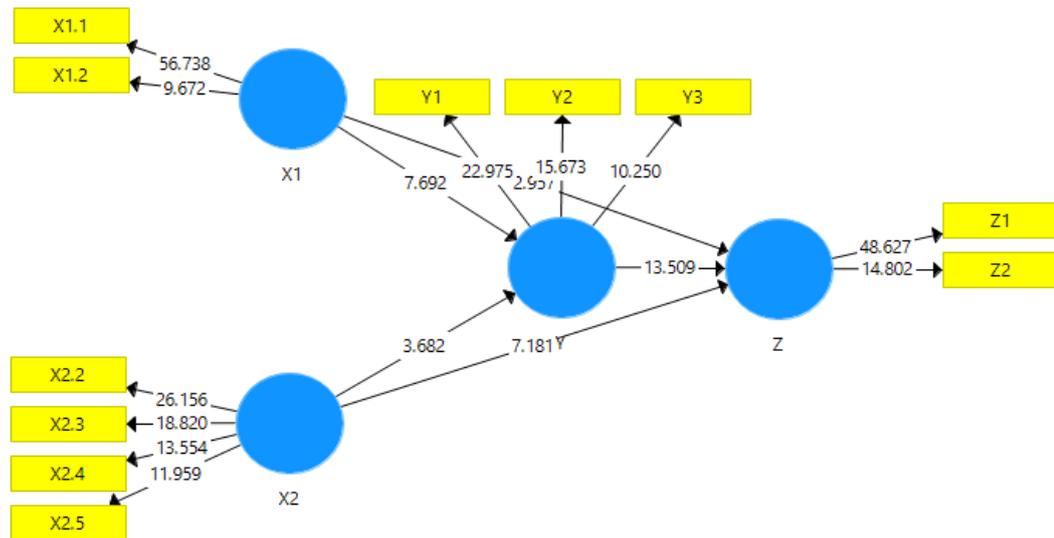


Figure 1: Research Model Results

Table 3: Summary of Hypothesis Testing Results

	Hypothesis				Result	Description
H1	Company Satisfaction	Image	Affects	Patient	Koef. Beta = 0,615 t-statistics = 7.984 P-values=0,000	Accepted
H2	Service Satisfaction	Quality	Affects	Patient	Koef. Beta = 0,292 t-statistics = 3,505 P-values=0,000	Accepted
H3	Company Loyalty	Image	Affects	Patient	Koef. Beta = 0,213 t-statistics = 2,848 P-values=0,005	Accepted
H4	Service Loyalty	Quality	Affects	Patient	Koef. Beta = 0,284 t-statistics = 6,744 P-values=0,000	Accepted
H5	Patient Loyalty	Satisfaction	Affects	Patient	Koef. Beta = 0,962 t-statistics = 12,678 P-values=0,000	Accepted
H6	Company Image has an effect on Patient Loyalty which is mediated by Patient Satisfaction				Koef. Beta = 0,591 t-statistics = 7,171 P-values=0,000	Accepted

H7	Service Quality has an effect on Patient Loyalty which is mediated by Patient Satisfaction	Koef. Beta = 0,281 t-statistics = 3,381 P-values=0,001	Accepted
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Source: Primary Data Processed, 2022

## DISCUSSION

Discussion of the results of the verification test to examine the effect of corporate image and service quality variables on patient loyalty with patient satisfaction as an intervening variable can be explained below:

### The Effect of Corporate Image on Patient Satisfaction

Figure 1 and Table 1 show that the path coefficient of the influence of corporate image on patient satisfaction is 0.615. The estimation result of SmartPLS 3.0 shows a T-statistic value of 7.984 with p-values of 0.000. Based on p-values < 0.005, Ho is rejected so that Hypothesis 1 is proven, it is concluded that company image has a significant effect on patient satisfaction. This means that the better the image of the company in the minds of patients, the satisfaction of patients will increase, and vice versa if the image of the company is bad, the satisfaction of patients will be even worse.

The test results of this study stated that the company's image proved to have a significant positive effect on patient satisfaction. These results are in accordance with research conducted by (Wu, 2011) who found that hospital image had a significant positive effect on patient satisfaction. This means that the better the Pratama Clinic's image, the better the satisfaction felt by Avionic Primary Clinic patients.

This finding is also in line with research results (Nafisa & Sukresna, 2018); Plewa et al (2016); Ishaq et al (2014); Salam et al (2013) who found that corporate image has a positive and significant impact on customer satisfaction where corporate image can be developed as an intention that will indirectly appear in the minds of customers in terms of the desire to recommend the company to others because the emergence of satisfaction from the customer.

### The Effect of Service Quality on Patient Satisfaction

Figure 1 and Table 1 show that the path coefficient of the effect of service quality on patient satisfaction is 0.292. SmartPLS estimation results show a t-statistic value of 3.505 with p-values of 0.000. Based on p-values < 0.05, Ho is rejected so that Hypothesis 2 is proven, it is concluded that service quality has a positive and significant effect on patient satisfaction. This means, the better the quality of service provided by the Pratama clinic to the patient, the satisfaction felt by the patient will increase, and vice versa if the quality of the Pratama clinic service is bad, the patient satisfaction will decrease..

Service quality proved to have a significant positive effect on patient satisfaction. The results of this study are in accordance with research conducted by (Wu, 2011) which states that good service quality is associated with good patient satisfaction. According to (Kotler, 2012), that the quality of services or services is the total form and characteristics of a product, goods and services that indicate its ability to satisfy or meet consumer needs.

Patient satisfaction serves as a medium between service quality and behavioral intentions. The quality of pratama clinic services is not only correlated with how medical personnel provide services to patients, but also how patients feel comfortable with the conditions and situations conditioned by the Pratama Clinic. Therefore, the quality of hospital services perceived by patients will certainly increase patient satisfaction (Zarei et al., 2015).

### **The Influence of Company Image on Patient Loyalty**

Figure 1 and Table 1 show that the path coefficient of the influence of corporate image on patient loyalty is 0.213. The estimation result of SmartPLS 3.0 shows the t-statistic value of 2.848 with p-values of 0.000. Based on p-values < 0, then  $H_0$  is rejected so that Hypothesis 3 is proven, it is concluded that company image has a significant effect on patient loyalty. This means that the better the image of the company in the minds of the patients, the loyalty of the patients will increase, and vice versa if the image of the company is bad, the loyalty of the patients will be even worse.

The test results of this study stated that the company's image proved to have a significant effect on patient loyalty. These results are in accordance with the research (Hidajahningtyas et al., 2013) who found that hospital image had a significant positive effect on patient loyalty. This means that the better the company's image with a deep impression for the patient, the better the patient's loyalty.

Company image is a variable that can affect patient loyalty. (Madundang, Novia and Pandowo, 2015) tested the role of hospital image in the formation of patient loyalty in the service sector and found both directly and indirectly stated that the influence of hospital image had an effect on patient loyalty. (Sibarani & Riani, 2017)); (Sutrisno et al., 2016) stated that the image of the hospital is a very deep impression for patients about the quality of service which is correlated with the reputation or good name of the hospital. Pratama Avionic Clinic is a pratama clinic that has a good image in the minds of patients on the image of the pratama clinic on the reputation and the image of the pratama clinic on the good name of the pratama clinic, so that it can affect a deep impression for patients that the pratama clinic service is a quality service so that it has good performance. and better product benefits. This primary clinic service, which is believed to be able to provide better comfort and benefits, will certainly be maintained by patients, so they do not want to switch to other primary clinic services or hospitals, even though they are known to offer cheaper treatment costs.. (Zarei et al., 2015)

### **The Effect of Service Quality on Patient Loyalty**

Figure 1 and Table 1 show that the path coefficient of the effect of service quality on patient loyalty is 0.284. The estimation results of SmartPLS 3.0 show a t-statistic value of 6.744 with p-values of 0.000. Based on p-values <0.05,  $H_0$  is rejected so that Hypothesis 4 is proven, it is concluded that service quality has a significant effect on patient loyalty. This means that the better the quality of service provided by the Pratama clinic to the patient, the more patient loyalty will increase, and vice versa if the quality of the Pratama clinic service is bad, the patient's loyalty will decrease.

The results of this study found that the service quality variable proved to have a significant positive effect on patient loyalty. The results of this test are in accordance with research conducted by (Wan, 2011) who conducted a study in five Indian Private Hospitals with a total of 475 patients, which showed that service quality had a significant positive effect on patient loyalty. In addition, the results of this study are in accordance with research conducted by (Nafisa & Sukresna, 2018); (Hidajahningtyas et al., 2013); Hermawan et al (2017) who found that service quality had a significant positive effect on customer loyalty. The results of this study are also supported by the opinion expressed by (Kotler, 2012), that service quality is a form of total characteristics of a product of goods and services that shows its ability to satisfy or meet consumer needs.

A good impression of the quality of service they receive, the greater the patient's desire to be loyal and loyal in using the hospital's services and willing to recommend to others (Sutrisno et al., 2016).

### **The Effect of Patient Satisfaction on Patient Loyalty**

Figure 1 and Table 1 show that the path coefficient of the effect of patient satisfaction on patient loyalty is 0.962. The estimation results of SmartPLS 3.0 show a t-statistic value of 12,678 with p-values of 0.000. Based on p-values <0.05,  $H_0$  is rejected so that Hypothesis 5 is proven, it is concluded that patient satisfaction has a significant effect on patient loyalty. This means that the better the perceived patient satisfaction, the patient's loyalty will increase, and vice versa if the patient feels dissatisfied then the patient's loyalty will decrease.

Patient satisfaction is a consumer's feeling or disappointment that comes from a comparison between his response to the performance or results of a product and expectations (Kotler, 2012). Satisfied consumers will tend to re-purchase a product, in the case of a pratama clinic patient, it means taking care in the same place and sharing their experiences with others. Therefore, patients will be satisfied and tend to be loyal, so to be able to build patient loyalty, one way is to provide satisfaction. The better the level of patient satisfaction, the level of patient loyalty will also increase.

Patients will assume that patients have fulfilled their basic needs on the quality of services, products and the costs that must be incurred in their care or treatment at the pratama clinic, so patient loyalty will be higher, so patients will have more confidence in the quality of pratama clinic services and recommend

others to use the service. The realization of patient satisfaction can provide benefits, including the harmonious relationship between the hospital and the patient, providing a good basis for return service users and the realization of patient loyalty, as well as forming a word of mouth recommendation that is beneficial for the hospital (Sutrisno et al., 2016).

### **The Effect of Corporate Image on Patient Loyalty through Patient Satisfaction**

Figure 1 and Table 2 show that the path coefficient of the influence of corporate image on patient loyalty through patient satisfaction is 0.591. The estimation result of SmartPLS 3.0 shows a t-statistic value of 7.171 with p-values of 0.000. Based on p-values <0.05,  $H_0$  is rejected so that Hypothesis 6 is proven, it is concluded that company image has a significant effect on patient loyalty through patient satisfaction. This means that patient satisfaction affects the company's image on patient loyalty or in other words patient satisfaction is a factor that influences the company's image on patient loyalty.

With the results of the company's image has a positive and significant effect on patient loyalty through patient satisfaction. This means, the better the pratama clinic is in providing services to patients and the patient is satisfied with the services it provides, the patient will be loyal to the pratama clinic so that if something happens to his health he will definitely return to visit the clinic. Conversely, if the company's image is bad as a result of the patient being dissatisfied with the services provided resulting in the patient being dissatisfied, the patient will not be loyal.

Thus this study is in accordance with previous research on the research of Hermawan et al (2017); (Apriyanti et al., 2017); Fauzana and Madiawati (2020); Aryadinata and Idris (2020), service quality has a positive and significant effect on customer loyalty through customer satisfaction as a mediating variable.

### **The Effect of Service Quality on Patient Loyalty through Patient Satisfaction**

Figure 1 and Table 2 show that the path coefficient of the effect of service quality on patient loyalty through patient satisfaction is 0.591. The estimation result of SmartPLS 3.0 shows a t-statistic value of 7.171 with p-values of 0.000. Based on p-values <0.05,  $H_0$  is rejected so that Hypothesis 7 is proven, it is concluded that service quality has a significant effect on patient loyalty through patient satisfaction. This means that patient satisfaction affects service quality on patient loyalty or in other words patient satisfaction is a factor that affects the company's service quality on patient loyalty.

With the result that service quality has a positive and significant effect on patient loyalty through patient satisfaction. This means, the more optimal the quality of service provided by the pratama clinic in providing services to patients and the patient is satisfied with the services it provides, the patient will be loyal to the pratama clinic so that if something happens to his health, he will definitely return to visit the clinic. On the other hand, if the quality of service is poor, the patient feels dissatisfied with the services provided, the patient will not be loyal.

Thus this study is in accordance with previous research in the research of Hermawan et al (2017);(Apriyanti et al., 2017); Fauzana and Madiawati (2020); Aryadinata and Idris (2020), service quality has a positive and significant effect on customer loyalty through customer satisfaction as a mediating variable.

## **CONCLUSION**

Based on the results of research and discussion of hypothesis testing using SmartPLS 3.0 which has been described, the following conclusions can be drawn:

1. Company image has a significant positive effect on patient satisfaction so that the first hypothesis is accepted. This means that the better the company's image in the mind of the patient, the satisfaction felt by the patient will increase, and conversely if the company's image is bad, the patient's satisfaction will get worse.
2. Service quality has a significant positive effect on patient satisfaction, so the second hypothesis is accepted. This means, the better the quality of services provided by the clinic to patients, the satisfaction felt by patients will increase, and vice versa if the quality of clinical services is poor, patient satisfaction will decrease.
3. Company image has a significant positive effect on patient loyalty so that the first hypothesis is accepted. This means that the better the company's image in providing services to patients, the patient's loyalty will increase, and vice versa if the company's image is bad, patient loyalty will decrease.
4. Service quality has a significant positive effect on patient loyalty, so the second hypothesis is accepted. This means, the better the quality of services provided by the clinic to patients, the loyalty of the patients will increase, and conversely if the quality of clinical services is poor, the loyalty of the patients will decrease.
5. Service quality has a significant positive effect on patient loyalty, so the second hypothesis is accepted. This means, the better the quality of services provided by the clinic to patients, the loyalty of the patients will increase, and conversely if the quality of clinical services is poor, the loyalty of the patients will decrease.
6. Company image has a positive and significant effect on patient loyalty through patient satisfaction. This means, the better the company's image in providing services to consumers and patients feel satisfied with the services provided, the patients will be loyal. Conversely, if the company's image is bad as a result of the patient being dissatisfied with the services provided resulting in the patient being dissatisfied, the patient will not be loyal.
7. Service quality has a positive and significant effect on patient loyalty through patient satisfaction. This means, the better the quality of services provided so that patients feel satisfied with the services provided, the patients will be loyal. Conversely, if the quality of service is poor as a result of the patient being dissatisfied with the services provided, the patient is not satisfied, the patient will not be loyal.

## SUGGESTION

Based on the results of research and discussion, the suggestions put forward are:

1. Based on the results of data analysis showing that the company's image, service quality has a positive and significant effect on patient satisfaction and patient loyalty, the Pratama Avionic Clinic must continue to improve the company's image and service quality so that it will increase patient satisfaction. If the patient's satisfaction with the primary clinic increases, the patient will not switch to another primary clinic and the patient will remain loyal to the Avionic Primary Clinic.
2. For further researchers, this research can also be used as a reference material in similar research.

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